

embodiment, since the patron already knows well in advance that they are attending the game, but perhaps stuck in traffic, the patron can initiate the HOLD message before even being warned in
5 advance of the possibility of their seat being released.

In another alternative embodiment, patrons that have registered with the system and
10 optionally checked into the stadium and/or venue in advance and who also know that they would like an upgrade and/or ticket, may initiate their own upgrade request to the system to notify the system of their willingness to purchase an upgrade and/or
15 new ticket for the event/venue. The system may then place these patrons on a higher priority since they have already expressed an intent and/or willingness to purchase the upgrade or ticket. The patron may notify the event and/or
20 stadium of their willingness optionally well in advance of the game or near/after game time at a time which the patron commits or expresses an additional heightened desire to upgrade and/or purchase a ticket.

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5 In alternative embodiments, the system includes the advantage of allowing patrons to register free for a predetermined period of time, for example, for the first year, without paying a yearly subscriber fee. Alternatively and/or in addition thereto, the system provides the patron with their first upgrade for free or for a reduced rate to further encourage the patron to register with the system and method of the present invention. Alternatively and/or in addition thereto, the system of the present invention offers the patron reduced and/or free concessions when purchasing a membership, ticket and/or upgrade to further encourage the patron to participate in the offers of the present invention.

20 In alternative embodiments of the present invention, the matching system and/or process, permits participants in the program to initiate a message to the system with the seat location and/or name of the patron that they would like to be matched with for a meeting, networking and/or socializing such as a date. In this embodiment, 25 the system may the push the message to the other

subscriber and assign new seats to the individuals
that are to be matched. Alternatively, the system
Need not require a specific confirmation that the
second individual to be notified of the potential
5 match is physically located near the first
individual, but can rely on the first individual
to provide that information. For example, the
first individual may see a potential date in a
restaurant, and may then send a message to the
10 system with that person's name or address, that
they would like to meet that other individual. In
that situation, the second individual will receive
a message of the possible match, and can respond
and accept or reject the offer to meet. The second
15 individual can then provide a meeting destination
or the system can suggest a meeting place based on
the first individual advising the system of their
location, and the location of the second
individual.

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In another embodiment of the present
invention, an interactive patron entertainment
system is provided where trivia questions, for
example multiple choice questions on a variety of
25 topics, are sent to the patron via email and/or
text messaging and/or displayed on the scoreboard

with an address to respond, such as
trivia@utixx.com. Advantageously, the multiple
choice questions each have unique selections, such
as a1, b1, c1 and d1 for question #1; a2, b2, c2,
5 and d2 for question #2; a3, b3, c3 and d3 for
question #3, and the like. In this embodiment,
the actual timing of questions is not necessary
since each question and answer is unique.
Therefore, the speed of responding to the question
10 is immaterial to the winner of the contest and/or
correct answer. Also, in the event one patron
answers the question late, there will be no
confusion which question the patron is submitting
an answer for. Patrons text message and/or email
15 and/or answer questions via voice-to-text
messaging their answers as indicated above using
the unique set of answers, in one embodiment. In
alternative embodiments, the first predetermined
number of patrons that answer the question
20 correctly are considered the winners.

The system can then display the overall
number of answers that are correct and incorrect,
e.g., a1 50%, b1 28%, c1 12% and d1 10%, and
25 display bar graphs and the like to the event
patrons by displaying on a display, such as the

scoreboard of a sporting event. The system then identifies the patrons that have correctly answered the question and can then send new questions to be answered just to the previously correct patrons, thereby further narrowing the group of patrons. Successive questions can be sent, including questions that are not multiple choice and that require actual text to be entered via standard wireless device interfaces, and patrons are successively eliminated until a single or sub-set of patrons are determined to be the winners. Advantageously, the present invention provides entertainment to the patrons at the event by optionally providing successive questions throughout an event. In another alternative embodiment, simultaneously with the questions to the patrons present at the event, the present invention is also capable of sending the questions to patrons that have registered with the system, but are not at the event, for example, at home watching on the television or simply not currently involved in the game. The present invention is able to transmit the same and/or different questions to those registered users as well. Further, in another alternative embodiment of the present invention, viewers watching the

television, for example the same event that patrons are attending, may be presented with the same and/or different questions as well as an address and/or telephone number to call and provide their answer which they can compete with patrons at the event or can be used to provide a separate comparison of the answers and/or separate winners to the contest. In this embodiment, for example, questions may be displayed on the television, Internet website, and the like, during the event, and viewers watching the television may respond to the questions as described above. The system can optionally compare the percentage of correct answers between the television viewers and the patrons at the event, and/or provide separate awards or a single award to the winners from the pool of television/Internet viewers and/or patrons in the event.

As discussed above, one or more of the above alternative embodiments may be incorporated into the embodiments described above, and/or any of the embodiments discussed below. Furthermore, any of the embodiments of the present invention may be used for any reserved seating event.

FIG. 28 is a flowchart of a sixth embodiment of the invention. In FIG. 28, the process begins by enrolling members in the program that are interested in the ticket upgrade. Tickets are checked in, for example, as the patrons enter the reserved seating area, such as a stadium or theater, through, for example, bar code readers, scanners, infrared readers, and/or manually or other method where the patron is checked in, either at the gate, seat or other location. An optional separate check in area is provided for patrons that want to participate in the upgrade program. For example, patrons can optionally check in a predetermined time before the event through a wireless device, Internet connection, manual or voice recognition telephone, or other manner. The important point is to provide a standard manner for allowing patrons to check in, and if the patron fails to check in using a predetermined procedure, to allow that seat to be provided to another willing patron in accordance with a process to be described below. The patron may check in either a predetermined time before or after the event begins. Currently, such a process is impossible

and unthinkable in view of the difficulty reserved seating events have in simply getting the patrons seated prior to the beginning of the event. The present invention represents a
5 revolutionary process to enhance event enjoyment, earn patron loyalty and optionally provide additional revenues to the theater/stadium or optionally other patrons with the desirable ticket.

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The check in procedure continues for a predetermined period of time until a predetermined time period has expired, for example, 5 minutes before the event begins, 10 minutes after the
15 event begins, after a predetermined event, such as the second act of a play, and the like. Once the predetermined time period or event has been completed, the check in procedure may be considered completed to begin the seat re-
20 allocation process. To begin the seat re-allocation process, a re-allocation algorithm is used to re-assign seats for patrons that are willing or interested in different or better seats. Such re-allocation processes or algorithms
25 may include a random process, a process where priority patrons are given priority for re-

assignment of seat, a process where patrons are willing to pay additional for the re-assignment to either the theater or the individual patron whose seat is being provided to another patron, frequent
5 event patrons, season ticket patrons, a standard bidding process, or other predetermined process.

An optional polling process to poll existing members and non-members in seats to
10 whether additional seats are available. That is, in another optional embodiment of the present invention, non-members may also make their seats available for re-allocation/re-sale at any point in the process. In this additional polling
15 process, the next step is to determine whether additional seats have been made available. If additional seats have been made available, then these additional seats are added to the list of available seats.

20

If the patron that is identified by the re-allocation process is determined to be present in the theater, for example, via mobile telephone, wireless device, and/or manual verification, an

optional sub-process determines whether the patron's optional profile is also satisfied with the available seating. If the optional subscriber profile is not satisfied, then the re-allocation process searches for another possible patron. If the optional profile sub-process is satisfied, then the eligible patron is notified via one or more means, such as announcement, manually, wireless device, mobile telephone, bulletin board, and/or other means. The patron is then notified and presented with the option of moving for free, use of award points, additional money to the theater and/or patron to whose seat is being provided, or other predetermined criteria to obtain the seat. Optionally, a bidding process may be initiated that allows various patrons to bid against one another. Any standard bidding process may optionally be used. The patron, of course has the option to decline, and if so, the process continues and returns to the re-allocation process to attempt to locate another possible patron.

If the patron accepts, payment of money or other means may be effectuated on the spot via

the wireless device, credit card, debit card,
points, and the like, and the patron may now move
to the other seat. The patron's seat may then
optionally be made available as an empty seat to
5 the re-allocation process. If a predetermined
period of time has not expired, then the re-
allocation process may be run again to optionally
continuously re-allocate seats. The patron may
optionally store the up-graded ticket on a
10 wireless device for proof of entrance to the
better seating area. Optionally, the seat and/or
row and/or section, includes a separate reader
device to receive optionally the original ticket
that is now re-allocated to a better seat, or a
15 new ticket that may optionally be received by the
patron via the wireless device and/or manually
via a worker in the theater or stadium.

In accordance with the invention, as
20 indicated above, when the patron registers for
ticket re-allocation and/or purchase, via for
example the Internet, the patron may enter payment
information at that time. Accordingly, when the
patron accepts the ticket re-allocation and/or
25 purchase, the system can automatically charge the

patron without the patron actually
submitting/typing, for example, credit card
information over a wireless device. The tickets of
the present invention may be used to re-allocate
5 patrons that are sitting in the stadium and/or
patrons that may be in the vicinity of the stadium
but were unable to get seats. Since the present
invention re-allocates and/or sells tickets very
near to game time in accordance with one
10 embodiment, the patron must be in the general
vicinity of the stadium to take advantage of this
embodiment of the invention.

As described above, the patron may be
15 transmitted, for example, emailed, the actual
ticket or a confirmation number that they can use
proceed to their seat and/or re-allocated seat. An
optional graphical display via, for example, GPS,
as discussed above may be used to guide the patron
20 to the new location upon acceptance, as well as to
help the patron decide whether to purchase the
ticket and/or upgrade. For example, a graphical
map of the stadium and/or textual description may
be provided to the patron to help the patron

decide the quality of the upgrade and whether to accept.

5 In one alternative embodiment, if the patron that has their ticket re-allocated in error, e.g., because the patron did not show up to the event based on the predetermined criteria but the patron was still planning on attending because they forgot about their seat being re-allocated, the system can re-allocate seats immediately upon the checking in of the patron and notify them that their seats have changed because they are late. In 10 this situation, the stadium/venue might decide to further upgrade the patrons because of the mistake.

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In accordance with one embodiment of the present invention, the process of the present invention specifically reserves seats of the highest or very high rating that are considered preferred, in the event a patron's seat is re-allocated prematurely or erroneously. In this 20 situation, the patron who has had their seat re-allocated because they will likely receive an even better seat as a result of the mistaken (stadium or patron) or premature seat re-allocation. 25

5 In another embodiment of the present invention, as patrons are entering the venue or stadium, they are provided advantageously with a map of the stadium so patrons can analyze the potential upgrade to make a decision whether the upgraded seats are sufficiently good or of value to warrant the patron moving and/or paying for the additional upgrade. By handing the patron the map of the stadium, the process of the the present invention is not required to transmit a detailed schematic to the patron's wireless device which would not normally be able to effectively permit the patron to evaluate the proposed upgrade seats. 10 The map that is handed out may optionally include information for patrons on where to register for the upgrade and/or additional advertisement opportunities.

20 In one alternative embodiment, the patron that has purchased the ticket, for example, a season ticket holder, may advise the stadium that for a particular game, set of games or all games, they do not want their seats to be re-allocated, and perhaps, an additional fee is assessed for 25

this type of patron. If the stadium provides the ability for the patron to selectively opt out of the seat re-allocation, the patron can, for example, connect to the system via the Internet, public switched telephone network, cellular network, and the like, and notify the system that they do not want their ticket re-allocated, for example, because they are coming late to the event. Other means of notifying the system and/or other reasons may be utilized in connection with the present invention.

In another alternative embodiment, the system provides patrons the ability to individually select when their tickets may be re-allocated. For example, one patron may prefer to only give up their ticket if they are late to the game by 15 minutes, while another patron may be willing to give up their ticket if they have not arrived 15 minutes before the game. In alternative embodiments, the stadium may provide incentives for the patron to have their ticket re-allocated prior to the game because it increases the stadiums chances of re-allocating/re-selling the ticket.

The present invention has particular benefits for stadiums that are constantly sold out, but where patrons habitually do not show up.

5 For example, many stadiums are sold out by season ticket holders that do not show up to the game on a regular basis. The present invention permits these tickets to be re-allocated in accordance with, for example, predetermined algorithms, and

10 provide additional patrons a better experience. In addition, the present invention has the benefit of moving the patrons closer to the action/players, and therefore, the ability to support and/or motivate the players to play well. In additional

15 alternative embodiments, the stadium may provide the original ticket holder a portion of the proceeds as a result of the ticket re-allocation, thereby providing additional incentive to the ticket holder to permit their ticket to be re-

20 allocated (when this is a voluntary program in the stadium). The stadium may then keep a percentage, portion or service fee from the resale and/or re-allocation of the ticket. Of course, the above embodiment may further apply to yet another

25 embodiment where the stadium does not offer the upgrade to patrons sitting in the stadium, but to

patrons that, for example, may be in the geographic vicinity of the game but that may not currently have any tickets or that may be willing to purchase the tickets when availability is
5 determined and to travel to the event.

In an alternative embodiment, the system determines priority of re-allocation of seats based first upon patrons that have seats that may
10 also be re-allocated. That is, the systems attempts to maximize the number of re-allocations by prioritizing the re-allocation based upon seats that may be re-allocated after already being re-allocated. For example, if front row seats in a
15 stadium are available to be re-allocated, in this alternative embodiment, patrons that are in the next closest section for example on the field level would be upgraded first to those seats. Then, patrons with less preferred seats, for
20 example, in the upper deck would be re-allocated to the seats that have now become available from the patrons that have been upgraded to the front row. Thus, using this alternative priority scheme, the present invention maximizes the re-allocation
25 numbers. Of course, this priority algorithm may be

combined with additional factors, for example,
relating to subscriber/patron value. As described
above, additional factors may be utilized in the
algorithm to determine the subscriber or set of
5 subscribers to offer the upgrade.

In alternative embodiments, patrons in the
vicinity of the upgraded and re-allocated patrons
may optionally rate the upgraded patron, for
example, for appropriate behavior, wearing of
10 excessively large hats, drunkenness behavior, and
the like. These ratings may then be taken into
account in the re-allocation algorithm for future
upgrades to the patron.

15 In alternative embodiments, the patrons
eligible for the upgrade may be notified using
standard email communications over a wireless
device, mobile telephone, and/or other standard
communication means. For example, standard text-
20 to-voice and/or voice-to-text communications may
be used to contact the patron to evaluate whether
an upgrade will be accepted and to actually accept
the upgrade.

In another embodiment of the invention, as indicated above, when the patron registers for ticket re-allocation and/or purchase, via for example the Internet, the patron may enter payment information at that time. Accordingly, when the patron accepts the ticket re-allocation and/or purchase, the system can automatically charge the patron without the patron actually submitting/typing, for example, credit card information over a wireless device. The tickets of the present invention may be used to re-allocate patrons that are sitting in the stadium and/or patrons that have already purchased tickets in the vicinity of the stadium but were unable to get seats and/or may be in the vicinity of the stadium but were unable to get seats. Since the present invention re-allocates and/or sells tickets at any time prior to and/or after beginning of game time in accordance with one embodiment, the patron may be in the general vicinity of the stadium to take advantage of this embodiment of the invention or even at any location when being offered upgrades and/or seats well in advance of the game. For example, the present invention can upgrade or sell tickets to patrons well in advance of the game since it advantageously is permitted or has the

authority to resell tickets either via ticket holders that do not show up during the game and/or, for example, season ticket holders that have authorized the stadium in advance to resell
5 their tickets based on predetermined criteria, for example, when the season ticket holder notifies the stadium that they will not be present at next weeks game.

10 In one optional embodiment of the invention, the patron presents the usher with the confirmation number which the usher can enter into a wireless device using a local or private wireless network, or can simply use a walkie
15 talkie or telephone to call the dispatcher to confirm the upgrade and/or new seats using the customer provided confirmation number. The dispatcher will have access to the system to enter the confirmation number to confirm the validity of
20 the upgrade. Alternatively, a patron will retain their old ticket. The patron will give in the old ticket to the usher which is scanned or barcoded by the usher for immediate identification of new seats and used in place of, or in addition to,
25 confirmation number.

Of course, the confirmation may optionally be made via customer name with an appropriate identification card or other information.

5 Further, alternative methods may be used to verify that the confirmation number and/or ticket being used by the patron is valid. For example, the patron may be equipped with a printing device associated with the wireless device or download an
10 actual ticket on line from home prior to the game for the new ticket or upgrade. Alternatively, the patron may be equipped with an identifier card, optionally including a bar code with a unique identifier relating to the patron's account
15 information and profile that can be scanned for additional convenience. Alternatively, a wireless device may be used to securely store this type of identification and/or account information.

20 In at least one alternative embodiment of the invention, the patron may comprise optionally a corporate account that has a number of tickets, for example, season tickets. In this embodiment, the corporate account may have associated
25 therewith a plurality of email addresses or other

communication addresses to transmit the seat or
upgrade offer to a number of potential patrons
that may rotate their attendance at the games. In
accordance with this optional embodiment, multiple
5 emails can be stored for a single user/corporate
account, and the system may transmit individual
messages to all email addresses, or may only
transmit messages to individual patrons for
corporate account that individually advise the
10 system that they are associated with a particular
ticket/bar code for a particular game and will
be/are present at a particular game.

In an alternative embodiment, patrons may
enter the stadium and subsequently inform the
15 system that they are present and interested in an
upgrade via a kiosk where the patron can scan a
bar code and enter their customer number to be
eligible for upgrades during the game. The system
is then able to transmit a message to the
20 customer, assuming that the customer has pre-
registered with the system with the appropriate
contact information. Alternatively, or in addition
to individual use of a kiosk(s), the customer
sales office may have a kiosk or additional
25 functionality to enter the customer name and/or
customer account and scan in the bar coded ticket

on the spot to register each patron as they enter the stadium or venue.

As described above, the patron may be
5 transmitted, for example, emailed, the actual
ticket or a confirmation number that they can use
proceed to their seat and/or re-allocated seat. An
optional graphical display via, for example, GPS,
as discussed above may be used to guide the patron
10 to the new location upon acceptance, as well as to
help the patron decide whether to purchase the
ticket and/or upgrade. For example, a graphical
map of the stadium and/or textual description may
be provided to the patron upon entry in the
15 stadium to help the patron decide the quality of
the upgrade and whether to accept when an offer is
received by the patron at a predetermined time.
The graphical map may comprise a small booklet
with a map of the stadium showing seat locations,
20 and optionally a game schedule.

The present invention has particular
benefits for stadiums that are constantly sold
out, but where patrons habitually do not show up.

For example, many stadiums are sold out by season ticket holders that do not show up to the game on a regular basis. The present invention permits these tickets to be re-allocated in accordance with, for example, predetermined algorithms, and provides additional patrons a better experience. In addition, the present invention has the benefit of moving the patrons closer to the action/players, and therefore, the ability to support and/or motivate the players to play well. In additional alternative embodiments, the stadium may provide the original ticket holder a portion of the proceeds as a result of the ticket re-allocation, thereby providing additional incentive to the ticket holder to permit their ticket to be re-allocated (when this is a voluntary program in the stadium). The stadium may then keep a percentage, portion or service fee from the resale and/or re-allocation of the ticket. Of course, the above embodiment may further apply to yet another embodiment where the stadium does not offer the upgrade to patrons sitting in the stadium, but to patrons that, for example, may be in the geographic vicinity of the game but that may not currently have any tickets or that may be willing

to purchase the tickets when availability is
determined and to travel to the event.

5 In alternative embodiments, patrons in the
vicinity of the upgraded and re-allocated patrons
may optionally be eligible for a dating or
matching service where patrons register and
provide profile information to the system and/or
through a third service provider dating service.
10 Once the system knows that the patrons will be
coming to the game and/or have actually checked in
to the stadium, the system can then arrange for
the two, four, etc. patrons to meet each other by
allocating and/or re-allocating seats to the
15 patrons together. Thus, based on profile
information, customer request and availability,
the system is able to upgrade or sell tickets to
patrons to maximize their chances of meeting
someone at the game. This optional feature
20 provides significant potential enjoyment for the
patrons participating in this dating or connection
program. In accordance with this embodiment, one
possible sequence of acceptance steps involves
profile matching the two patrons (or groups of
25 patrons) based on predetermined profile

information; transmitting a first message to the first patron regarding availability of the second patron and requesting a conditional acceptance form the first patron; transmitting a second
5 message to the second patron indicating that the first patron has conditionally accepted and request the second patron to accept; and when the second patron accepts before the first patron has rescinded the conditional acceptance, finalizing
10 the upgrade and/or seat allocation for the first and second patrons. This embodiment of the invention is a complete reverse from typical dating and/or matchmaking services which attempt to develop detailed algorithms for the matching
15 process because of the significant decision that exists in determining who to spend valuable time with. In accordance with the invention, patrons are already present at the game, and therefore, half or more than half the effort is already done.
20 The remainder is to actually meet the other person which can be accomplished with profile criteria, whether or not the algorithms are very sophisticated.

In one embodiment, the patrons that are being matched have their original seats maintained and not made available for other upgrades in the event the matching does not work out early on. In
5 this embodiment, one or both the patrons can return to their original seat. Hopefully, there will not be a significant argument of who would need to return to their original seat if an upgrade is actually performed. In addition, in
10 accordance with this embodiment, the seats that are selected do not necessarily have to be better seats in the classical sense. That is, seats further away from other ticket holders might be considered preferred when matching two individuals
15 for the first time. Alternatively, couple that would prefer a little more privacy or quieter game might request to be moved to a more isolated area. Alternatively, families with small children might prefer to be moved to a less busy area as well
20 during the game where the children might be able to freely move around. All these scenarios and/or alternatives are possible in view of the present invention. The advantage of performing a match in a public setting is that the patrons do not have
25 to worry about leaving or ending the date, and

also do not have to worry that the other person will have their home address.

In an alternative embodiment of the
5 dating/matching service of the present invention,
a dating/matching service is provided to patrons
that enter a predetermined location and/or
geographic area. The patron can enter physically
the location and/or geographic and register, for
10 example, by manually entering data in a computer,
transmitting information relating to the
registration of the patron via infrared, Bluetooth
and/or other technology, and/or automatically
register via use of GPS information associated
15 with or used in a wireless device associated with
the patron. For example, patrons that enter an
establishment can register upon entry that they
are now present within the general location of the
establishment. Upon registry, the system can
20 implement various matching algorithms currently in
use by various matching services in connection
with other patrons that have also registered at
the same location and/or a location in the general
area that the original patron registered.
25 According to this embodiment, the system

advantageously matches individuals that have
registered in the same geographic location and/or
geographic locations that are in the same general
area where the patrons can walk and/or drive to
5 meet each other in the same general time frame,
such as the same evening, same afternoon same day,
and the like.

In addition, this feature also optionally
10 permits the patrons that have participated in the
program to rate one another for future dates. For
example, one patron can rate the conversational
benefits of the second patron, the appearance of
the second patron, the overall short term versus
15 long terms relationship goals of the patron, and
the like. These ratings may then be taken into
account in the algorithm for future seat
assignments, re-allocations and/or upgrades in the
future for the first and second patrons, and all
20 other patrons will now benefit with the additional
profile information of the first and second
patrons. The matching service may be for amusement
or work related networking purposes, for example,
to meet an executive that the patron currently

works with or wishes to work with/sell in the future.

In an alternative embodiment of the
5 dating/matching service of the present invention,
a dating/matching service is provided to patrons
that enter a predetermined location and/or
geographic area. The patron can enter physically
the location and/or geographic and register, for
10 example, by manually entering data in a computer,
transmitting information relating to the
registration of the patron via infrared, Bluetooth
and/or other technology, and/or automatically
register via use of GPS information associated
15 with or used in a wireless device associated with
the patron. For example, patrons that enter an
establishment can register upon entry that they
are now present within the general location of the
establishment. Upon registry, the system can
20 implement various matching algorithms currently in
use by various matching services in connection
with other patrons that have also registered at
the same location and/or a location in the general
area that the original patron registered.
25 According to this embodiment, the system

5 advantageously matches individuals that have
registered in the same geographic location and/or
geographic locations that are in the same general
area where the patrons can walk and/or drive to
meet each other in the same general time frame,
such as the same evening, same afternoon same day,
and the like. In addition, the system
advantageously and optionally provides the feature
of allowing patrons to text message one another
10 directly, and/or exchange pictures via wireless
email, text messaging, and other wireless devices
that provide the standard capability of exchanging
pictures, such a T Mobile and/or Sprint.

15 In alternative embodiments, the ticket
holder can call in via a voice to text message,
text message and/or email and let the stadium know
early that they are not coming. In this manner the
ticket holder obtains the convenience of the
20 stadium or venue reselling their tickets in
advance, thereby providing the venue with
additional time to maximize the resale of the
ticket.

In alternative embodiments, when the patron enters the stadium, they have their ticket barcoded or other device that detects their presence can be used such as infrared, Bluetooth, etc., and then they can become eligible for an upgrade. The patron can register in advance that they want to receive upgrades by providing their name, message address, e.g., email, telephone text message address, etc., and optionally their credit card or other payment mechanism for upgrades that actually cost money as opposed to free upgrades. In alternative embodiments, the patron can register at the ticket booth when purchasing their original ticket. In this scenario, the stadium representative can enter this information on behalf of, and with the permission of, the patron since the patron may already be providing their credit card, debit card, etc. to purchase the original tickets. Alternatively or in addition, a kiosk may be provided where the patron can enter their original ticket, e.g., scan in their original ticket and provide their name and text message information in the stadium to register for a one time upgrade for the game after purchasing, for example, a regular admission ticket.

5 In alternative embodiments, an usher can
verify that the patron should be upgraded by the
patron providing the confirmation number that may
be transmitted in real-time by the system, and/or
10 by the patron using their original confirmation
number or original ticket with barcode or other
identification means, such as a smart card,
infrared reader, etc. that represents original
ticket and presenting same to the user. The usher
15 then needs only to scan in the original ticket and
the system will verify whether the patron
associated with the original ticket is valid and
whether the upgrade is valid.

15 In alternative embodiments, a warning
message may be sent to the ticket holder that has
not shown up to game warning them that if they do
not respond within a certain time period that
their seat will be re-allocated or re-assigned to
20 another patron. Similarly, a release message may
be sent to the ticket holder after their seat has
actually been released and/or re-allocated,
thereby notifying the patron that if they change
their mind in attending the game, they will have
25 to obtain an additional ticket. In alternative

embodiments, the ticket holder that has their seat released and re-allocated can be themselves re-allocated a similar, worse or better seat, depending on, for example, their subscriber value and/or other criteria. For example, if the patron is provided a better seat, this will encourage them to more readily give up their seats in the future even if they are attending the game. On the other hand, if the patron is provided a worse seat, then this encourages them not to artificially give up or have their seat released when attending the game. Accordingly, the present invention is designed to deal with various behavioral patterns of specific ticket holders, and may optionally and advantageously be a ticket holder specific with respect to various criteria for re-assigning, releasing, selling and/or re-allocating tickets.

20 In alternative embodiments, the system transmits to the ticket holder a welcome message after being upgraded and after having being moved to a new upgraded seat location. In one embodiment, the system identifies that the patron has been successfully upgraded after the patron

provides the usher with a confirmation number or original ticket, which is then verified by the usher and system.

5 In alternative embodiments, the system, after having identified which patrons have checked into the stadium and/or have been upgraded, transmits a trivia question and/or additional advertisements to all patrons attending the game.

10 In alternative embodiments, the information is transmitted to both patrons that are attending the game and additional patrons that have registered in the past to receive information but that are not attending the game. The participants can, for

15 example, answer trivia questions and respond with their wireless device. Depending on whether the patron is attending the game or not, the system may determine to offer or deal with each of the patrons differently. For example, for patrons at

20 the game, winners may be successively determined and narrowed, as patrons successfully and unsuccessfully answer questions, round after round of questions in a "spelling bee" format. For

25 patrons that are not attending the game, winners may be declared, or statistics provided to the

broadcast station that can be aired on television.
In yet additional alternative embodiments, instead
of transmitting information/questions to the
patrons via the wireless device, the
5 information/questions are displayed on the stadium
billboard for patrons at the game and/or on
television for patrons that are watching the game
on television. The patron can then merely respond
via the device, e.g., the telephone accordingly
10 via a voice-to-text system or via other mobile
devices via text messaging.

In alternative embodiments, the
present invention provides the advantage of
15 additional advertising sponsorship to the venue.
For example, in one embodiment, the venue is
partitioned into different locations that may be
assigned to different sponsors. In one embodiment,
the sponsor that provides the most value may be
20 assigned a certain number of premium seats that
are not available to other sponsors.

For example, the sponsor may offer a
discount on the upgrade if you are a Verizon or
25 Verizon Wireless customer or they credit your cell
account for each seat upgrade or you get say 30

free minutes, etc. In alternative embodiments, the present invention provides the advantage of one wireless provider to advertise on another wireless providers mobile phone or wireless device. For

5 example, if Verizon Wireless is a sponsor of the upgrade system for a particular stadium, the present invention will still work with, for example, AT&T, SPRINT, and CINGULAR customers. An advertisement message sent with the upgrade offer

10 may read on the AT&T phone, "brought to you by Verizon Wireless." In an alternative embodiment of the present invention, text messaging is optionally used for mobile phones to perform the message communication of the present invention.

15 The user is only required, in one embodiment, to reply or respond with a "Yes" to accept the upgrade offer since the user has advantageously pre-registered with the system, thereby minimizing the required communication/input by the user. In

20 an alternative embodiment, the user, instead of pre-registering with the system, is charged on their wireless or even regular telephone number bill when they accept the upgrade offer. Thus, the wireless system that either administers the user's

25 regular or wireless account or the upgrade sponsor

may be responsible for actually billing the customer in this alternative embodiment.

5 In the alternative embodiment when
text messaging is optionally used alone or in
combination with other communication methods, the
system provides the additional advantage of
maximizing bandwidth usage by not requiring use of
bandwidth on the wireless voice system, thereby
10 maximizing system resources.

 In another alternative embodiment,
the present invention optionally and
advantageously provides a security and/or safety
15 feature in the event of, for example, a minor
event where a parent gets separated from a child,
a disaster or other event that might require
evacuation of the stadium. In one embodiment, the
person needing help provides their name to an
20 attendant that can search the system for the
contact information of their companion/parent. The
system can thereafter send an email and/or text
message to the companion/parent regarding the
status of that person and provide instructions for
25 meeting that person or arranging help, authorizing
medical procedures, and the like. In another

embodiment, the person requiring help, e.g., a
child provides the attendant or kiosk with their
ticket which can, e.g., scan the bar code or other
reader system. The system can either automatically
5 provide a text message to the parent who can then
reply to the child/attendant via the kiosk to meet
the child.

Alternatively, the parent can be
10 instructed to meet the child at a predetermined
location, and to stop looking for the child
because the child was found. Thus, for this
example, the person who is lost or separated from
their party can notify security or access a kiosk.
15 Security can, for example, notify the parent that
child is in safe custody, and should not search
the stadium, and therefore, meet outside stadium
in a pre-specified safe place.

20

In an alternative embodiment, if a
child/person is separated, the security
guard/kiosk can arrange the best place to meet,
either in or outside the stadium, together based
25 on an optional global positioning system (GPS). In
addition, the party with the mobile device can be

provided directions on where to go to meet their party from who they have been separated.

5 In an alternative embodiment, the present invention may also be used in a security, defense and/or safety setting to direct patrons in a stadium for an orderly evacuation or notify patrons regarding status of a safety related event via, for example, a broadcast message including
10 text message, email and the like. In this manner, system communication resources may be most efficiently utilized by not over-utilizing the system via voice communication, unless completely necessary. For example, the message can be
15 broadcast in the event of an impending hurricane. In this situation, patrons in different sections get different messages, for example, to exit the stadium out of gates/exits that are either less occupied or closest to the section the patrons are
20 sitting in. Advantageously, the present invention has the patrons contact information, including optionally and advantageously text messaging, that can be broadcast or sent to different patrons. The advantage of text messaging is that the bandwidth
25 is more efficiently used in the event of an emergency, and there are no busy signals as in a

voice network. Further, the message is send, and
if the network is at capacity, the system can
automatically resend or the message will be placed
in queue and sent as soon as capacity becomes
5 available.

In another alternative embodiment of
the invention, the security bracelets of the
present invention can be required to be displayed
10 and read on exit from a venue when a parent has
reported that a child has been separated. In this
event, all patrons are checked when they exit the
stadium. The parent can report the specific seat
that the child was sitting in, and then on exit,
15 all patrons are checked. If the specific seat
appears or if a child attempts to leave without
scanning or presenting their bracelet, then that
child can be taken into custody until their parent
arrives, thereby possibly preventing abduction.

20
For instance, in sporting venues the
bracelet ticket includes the machine readable
information that comprises at least one of a bar
code and radio frequency identifier used for
25 security check in, and optionally check out. In
this manner, the standard reading machines that

can scan the bar code or RFID information can keep track of people that have checked into the sporting event and/or venue. Advantageously, the machine readable information on the bracelet can also be used by the venue in the event the patrons seat assignment is modified, for example, via an electronic ticket exchange or upgrade program. In this embodiment, the visible indicia are no longer valid for the actual seating that may be dynamically changed and only represents optionally an initial seat assignment. However, the machine readable information may be used as a code to reference the specific patron and assign that patron a new seat. Thus, when the ticket reader scans the ticket and actually identifies, for example, the bar code, this information can be used to reference the patron, update and/or confirm the patron's current seat via the reader used, for example, by ushers in the venue, kiosk, entrance to the venue, and the like.

In an alternative embodiment, the security bracelets of the present invention can be required to be displayed and read on exit from a venue when a parent has reported that a child has been separated. In this event, all patrons are checked

when they exit the stadium. The parent can report the specific seat that the child was sitting in, and then on exit, all patrons are checked. If the specific seat appears or if a child attempts to
5 leave without scanning or presenting their bracelet, then that child can be taken into custody until their parent arrives, thereby possibly preventing abduction. This information, as previously mentioned, may be visually
10 cognizable for the patron and in combination, readable by electronic means if the bracelet includes a magnetic strip, bar code imprinting, or RF chip.

15 In an alternative embodiment of the present invention, the security bracelet and ticket combination of the present invention advantageously includes a bar code or other machine readable information such as a RFID
20 device. When, for example, a child is separated from their parent, the parent can notify security and the seat number associated with the child. If the child attempts to leave with their bar code/identifier, the system detects the bar
25 code/identifier as either being valid and identifying the child that is missing or being

invalid and raising another red flag. In an
alternative embodiment, the bar codes/identifiers
associated between children and adults correspond
such that the child identifier must be within a
5 predetermined time and/or number of checking out
identifiers from/within the adult identifier. If
this does not occur, the system determines that
the child is leaving without their parent, and
possibly being abducted.

10

In an alternative embodiment, the system
links one or more tickets/identifiers together and
requires the tickets/identifiers to exit the venue
or event within a predetermined time period from
15 one another and/or within a predetermined number
of tickets/identifiers that have exited the venue
and/or event. In the event that one
ticket/identifier exits the venue or event and the
associated identifier does not, then an alarm or
20 other indicator occurs, and the attendants will
detain the patrons that have initiated the alarm
to for security purposes.

In an alternative embodiment, the tickets are advantageously coded with designations such as adult, child and the like. In the event a child ticket/identifier exits the stadium before the
5 associated adult and/or more that a predetermined time period and/or number of patrons exiting, the system can initiate an alarm so that an attendant can determine if a child has exited the venue or event without their parent or with a wrong parent
10 potentially averting a kidnapping. In this embodiment, an additional combination is the use of the standard fast pass feature, for example, at theme parks, and the like, where the venue records predetermined events that the user of the card
15 enters in a faster line. In this embodiment, if a child ticket/identifier is not associated with a parent ticket/identifier, for example, as described above, the child may be denied entry into the event or venue if not accompanied by
20 their parent. In alternative embodiments, the venue/event sponsor or organizer associates tickets upon request from the patron. In addition, in another alternative embodiment, a kiosk is
25 provided inside and/or outside the venue for, for example, parents to register their tickets and have them associated with their children's tickets

to prevent the child from exiting the venue without them, for example, as described above.

5 In an alternative embodiment of the present invention, the system and method are adapted to utilize any type of wireless device with different interface and communication options. For example, different wireless devices have different constraints with respect to the interface, e.g.,
10 number of characters, how the subject and body of the messages are used/communicated, etc. Accordingly, the present invention optionally provides a protocol conversion system depending on the type of wireless device and the wireless
15 device constraints, including message constraints and/or the wireless communication system. In alternative embodiments, the system determines the wireless device provider based on the address received from the wireless device, and is able to
20 automatically determine the type of message and/or message constraints and transmission constraints associated therewith based for example, on real-time information or on pre-determined stored information on the device and/or communication
25 system. Accordingly, a protocol conversion system

for different wireless devices is provided by the present invention for sending and/or receiving messages, such as upgrade offers, responses, acceptances, and the like, from a variety of different users/mobile devices and wireless systems.

In another alternative embodiment of the present invention, a security bracelet is advantageously utilized, for example, such as the security bracelet disclosed in U.S. application number 10/680,207, filed on October 8, 2003, to Abraham I. Reifer, et al., and incorporated herein by reference, in the event of a reported event, security breach, abduction, and the like. In this embodiment, all patrons exiting the stadium must show their ticket and/or identifier so that the venue can check all patrons out of the stadium. Thus, for example, if two kidnappers come in the stadium, and want to use one bracelet for a child, the second kidnapper will be stranded in the stadium. In addition, if one kidnapper buys two tickets, then upon exit with the child and the additional ticket, a barcode/identifier will be exiting without ever having checked in, and then the alarm will go off as well.

5 In another alternative embodiment, the present invention provides a broadcast message to warn patrons of an event, such as an advertisement, sale and/or even a weather related event such as a hurricane that might require the venue to be evacuated. Advantageously, in at least one embodiment, the broadcast message comprises standard text messaging that optimizes or better utilizes capacity form the communication system.

10 Thus, when using text messaging capabilities, the present invention efficiently transmits text messages to numerous subscribers regarding, for example, exit information, contacting and/or meeting additional parties that have been

15 separated, and the like.

In an alternative embodiment of the present invention, the present invention optionally provides the capability to penetrate

20 into secondary market with season ticket holders selling ahead of time the games they will not be attending. For example, the present invention optionally provides the feature for the season ticket holder and/or general ticket purchaser the

25 ability to view in advance of the season and/or game the schedule, and to alert the venue and/or

stadium of games and/or events they will not be attending, thereby permitting the stadium/venue to attempt to resell the tickets to other patrons. For example, in one embodiment of the invention,

5 the patron is provided with a monthly schedule listing the events that may be attended. The patron, such as a season ticket holder, may then click or place an indicator on all games they will not be attending for the season in advance,

10 thereby providing the stadium with the ability to resell tickets well in advance of the event. Once the patron completes identifying games that will not be attended, the system then compiles a list and transmits the list to the patron for an

15 optional confirmation. This list is then used by the system to release seats well in advance of the game. In an alternative embodiment of the invention, registered users of the system for, for example, upgrades, may also be notified of seat

20 availability for sales prior to the game/event. In an alternative of this embodiment, registered users may receive text messages, emails, and the like, notifying them advantageously of the availability of seats that heretofore have never

25 been easily available to the public for sale,

thereby allowing the venue to participate in
secondary market ticket sales.

5 In one alternative embodiment of the
present invention, the system/process of the
present invention provides or operates as a middle
person/broker between the ticket holder that is
returning tickets to the venue, such as the season
ticket holder, and a ticket sales system and/or
10 company, such as tickets.com, by notifying the
tickets company of the newly available seats via
notification by the ticket holder, such as the
season ticket holder of season ticket games not
being attended.

15

 In one alternative embodiment of the
invention, the system and/or process transmits
text messages, emails and the like, to offer
tickets and/or seats and/or admittance to
20 subscribers for events and/or games with empty
seats even before game. Thus, the present
invention allows the venue to participate in the
secondary ticket sales market and the upgrade
market, thereby increasing revenue and fan
25 loyalty.

Of course, all of the embodiments of the present invention may be used for any reserved seating event, and/or venue that require tickets for entry thereof.

5

In another alternative embodiment of the present invention, the use of machine readable identifiers provides advantages for, for example, the upgrade program or ticket exchange of the present invention. For example, when the upgrade, re-allocation and/or electronic ticket is issued, the machine readable identifier, for example, the bar code, on the original ticket is invalidated, thereby preventing use of the invalidated ticket. Accordingly, when a new ticket holder purchases the ticket from the season ticket holder, the new purchaser will be issued a new machine readable identifier, and optionally a new paper ticket. The present invention advantageously is able to handle the issuance of a new ticket and invalidates the old ticket and optionally the old identifier that has, for example, been returned by the season ticket holder, thereby providing dynamic ticketing capability.

25

In an alternative embodiment of the present invention, the new patron obtains a new identifier such as a barcode, the old bar code of, for example, the season ticket holder is
5 invalidated. In one embodiment of the invention, season ticket holders are offered to opt in the upgrade process. Various commercial incentives are possible for the season ticket holder to opt in the upgrade process, such as monetary compensation
10 when their ticket is used for an upgrade and/or resold whether they express their intention not to go to the game prior to the game, and the like. Alternatively, season ticket holders may be offered that the cost of their season tickets
15 will, for example, remain the same as the previous year or be reduced if they participate in the program. Therefore, the combination season ticket trade-in and upgrade program in one embodiment of the invention will be beneficial to season ticket
20 holders by allowing them to trade when they already know that they have no intention of attending a game, and allow the season ticket holder to recoup some cost of the season tickets if they do not attend and their ticket is used as
25 an upgrade. In addition, additional patrons of the event and/or sports team are permitted to attend

the game in locations/seats that they might never
have been able to obtain access to. Further, the
venue/stadium/team maximize revenues by being able
to place tickets on the secondary market when the
5 ticket holder notifies the venue early enough that
they are not attending the event, the venue also
obtains additional revenue from upgrades when
tickets are upgraded, and the venue obtains
additional fan loyalty.

10

In another embodiment of the present
invention, the system provides the ability to
advertise via email, text messaging, and the like,
for one wireless carrier on the wireless device
15 that is using another wireless carrier. Since the
user of the wireless device has requested the
service, the user appropriately receives the
communication from the ticketing system of the
present invention, and therefore, also
20 appropriately received the advertisement from the
wireless carrier that is different than the
wireless carrier that the user of the wireless may
be using at that time.

25

In another alternative embodiment of the
present invention, offers to purchase seats either

during the game or even well in advance of the game are "pushed" or transmitted out to registered users that have supplied their wireless and/or Internet addresses. For example, patrons can
5 register in advance for the upgrade and/or regular ticket offers to purchase admittance via various methods including the Internet. When seats band/or admittance becomes available, a broadcast message or other standard messages may be transmitted to
10 the registered patrons to notify them of the seat availability. Thus, seat offers are "pushed" to registered users that have requested this service advantageously to a wireless device and/or other address including standard telephone
15 communication, as well as additional optional advertisements. The system, in one alternative embodiment, provides the user the option when registering to accept certain types of advertisements to be received on their wireless
20 device via email and/or text messaging. In other embodiments, the user does not have the option of which advertisements to receive.

Advantageously, in accordance with one
25 alternative embodiment of the present invention, if a patron decides to attend an event such as a

5 sporting event when the patron does not have time to wait to receive paper tickets (e.g., the patron is visiting in another city/location and does not have time to wait to receive tickets via mail and is on the go), the system of the present invention transmits a ticket to the patron via, for example, a wireless communication system and/or other standard electronic communication system such as the Internet, and the patron can present their ticket, for example, on their wireless device and show up to game.

15 In another embodiment of the present invention, an interactive patron entertainment system is provided where trivia questions, for example multiple choice questions on a variety of topics, are sent to the patron via email and/or text messaging and/or displayed on the scoreboard with an address to respond, such as

20 trivia@utixx.com. Patrons then text message and/or email and/or answer questions via voice-to-text messaging their answers. The system can then display the overall number of answers that are correct and incorrect, display bar graphs and the

25 like to the event patrons by displaying on a display, such as the scoreboard of a sporting

event. The system then identifies the patrons that have correctly answered the question and can then send new questions to be answered just to the previously correct patrons, thereby further
5 narrowing the group of patrons. Successive questions can be sent, including questions that are not multiple choice and that require actual text to be entered via standard wireless device interfaces, and patrons are successively
10 eliminated until a single or sub-set of patrons are determined to be the winners. Advantageously, the present invention provides entertainment to the patrons at the event by optionally providing successive questions throughout an event. In
15 another alternative embodiment, simultaneously with the questions to the patrons present at the event, the present invention is also capable of sending the questions to patrons that have registered with the system, but are not at the
20 event, for example, at home watching on the television or simply not currently involved in the game. The present invention is able to transmit the same and/or different questions to those registered users as well. Further, in another
25 alternative embodiment of the present invention, viewers watching the television, for example the

same event that patrons are attending, may be presented with the same and/or different questions as well as an address and/or telephone number to call and provide their answer which they can
5 compete with patrons at the event or can be used to provide a separate comparison of the answers and/or separate winners to the contest. In this embodiment, for example, questions may be displayed on the television, Internet website, and
10 the like, during the event, and viewers watching the television may respond to the questions as described above. The system can optionally compare the percentage of correct answers between the television viewers and the patrons at the event,
15 and/or provide separate awards or a single award to the winners from the pool of television/Internet viewers and/or patrons in the event.

20 In another alternative embodiment of the present invention, the system uses a seat database to determine which of the reserved seats are currently in use. The system may integrate with the seat database system of a venue and/or stadium
25 or optionally be used in parallel with the seat venue/stadium database. For example, prior to the

event, the system may utilize the seat database of the venue to determine available seating and patrons that do not show up after a predetermined period of time. Alternatively, the present invention can operate using a separate database from the event/venue by copying or building a separate database used for the ticketing and/or upgrading according to the present invention. In this alternative, as patrons enter the venue, they are checked in directly to this separate database. At the time of the event, the system will be able to check-in patrons using either the identification system, e.g., bar code scanner, of the event or venue, or provide a separate identification system.

In alternative embodiments of the invention, the patron that knows they are attending the game but is going to be late can send in a HOLD message even prior to being provided a warning message that their seats are to be released if the patron does not respond to the message with the HOLD request. That is, in this embodiment, since the patron already knows well in advance that they are attending the game, but perhaps stuck in traffic, the patron can initiate

the HOLD message before even being warned in advance of the possibility of their seat being released.

5 In another alternative embodiment, patrons that have registered with the system and optionally checked into the stadium and/or venue in advance and who also know that they would like an upgrade and/or ticket, may initiate their own
10 upgrade request to the system to notify the system of their willingness to purchase an upgrade and/or new ticket for the event/venue. The system may then place these patrons on a higher priority since they have already expressed an intent
15 and/or willingness to purchase the upgrade or ticket. The patron may notify the event and/or stadium of their willingness optionally well in advance of the game or near/after game time at a time which the patron commits or expresses an
20 additional heightened desire to upgrade and/or purchase a ticket.

 In alternative embodiments, the system includes the advantage of allowing patrons to
25 register free for a predetermined period of time, for example, for the first year, without paying a

yearly subscriber fee. Alternatively and/or in addition thereto, the system provides the patron with their first upgrade for free or for a reduced rate to further encourage the patron to register with the system and method of the present invention. Alternatively and/or in addition thereto, the system of the present invention offers the patron reduced and/or free concessions when purchasing a membership, ticket and/or upgrade to further encourage the patron to participate in the offers of the present invention.

In alternative embodiments of the present invention, the matching system and/or process, permits participants in the program to initiate a message to the system with the seat location and/or name of the patron that they would like to be matched with for a meeting, networking and/or socializing such as a date. In this embodiment, the system may the push the message to the other subscriber and assign new seats to the individuals that are to be matched. Alternatively, the system Need not require a specific confirmation that the second individual to be notified of the potential match is physically located near the first

individual, but can rely on the first individual
to provide that information. For example, the
first individual may see a potential date in a
restaurant, and may then send a message to the
5 system with that person's name or address, that
they would like to meet that other individual. In
that situation, the second individual will receive
a message of the possible match, and can respond
and accept or reject the offer to meet. The second
10 individual can then provide a meeting destination
or the system can suggest a meeting place based on
the first individual advising the system of their
location, and the location of the second
individual.

15

In another embodiment of the present
invention, an interactive patron entertainment
system is provided where trivia questions, for
20 example multiple choice questions on a variety of
topics, are sent to the patron via email and/or
text messaging and/or displayed on the scoreboard
with an address to respond, such as
trivia@utixx.com. Advantageously, the multiple
25 choice questions each have unique selections, such
as a1, b1, c1 and d1 for question #1; a2, b2, c2,

and d2 for question #2; a3, b3, c3 and d3 for question #3, and the like. In this embodiment, the actual timing of questions is not necessary since each question and answer is unique.

5 Therefore, the speed of responding to the question is immaterial to the winner of the contest and/or correct answer. Also, in the event one patron answers the question late, there will be no confusion which question the patron is submitting
10 an answer for. Patrons text message and/or email and/or answer questions via voice-to-text messaging their answers as indicated above using the unique set of answers, in one embodiment. In alternative embodiments, the first predetermined
15 number of patrons that answer the question correctly are considered the winners.

The system can then display the overall
20 number of answers that are correct and incorrect, e.g., a1 50%, b1 28%, c1 12% and d1 10%, and display bar graphs and the like to the event patrons by displaying on a display, such as the scoreboard of a sporting event. The system then
25 identifies the patrons that have correctly answered the question and can then send new

questions to be answered just to the previously correct patrons, thereby further narrowing the group of patrons. Successive questions can be sent, including questions that are not multiple
5 choice and that require actual text to be entered via standard wireless device interfaces, and patrons are successively eliminated until a single or sub-set of patrons are determined to be the winners. Advantageously, the present invention
10 provides entertainment to the patrons at the event by optionally providing successive questions throughout an event. In another alternative embodiment, simultaneously with the questions to the patrons present at the event, the present
15 invention is also capable of sending the questions to patrons that have registered with the system, but are not at the event, for example, at home watching on the television or simply not currently involved in the game. The present invention is
20 able to transmit the same and/or different questions to those registered users as well. Further, in another alternative embodiment of the present invention, viewers watching the television, for example the same event that
25 patrons are attending, may be presented with the same and/or different questions as well as an

address and/or telephone number to call and
provide their answer which they can compete with
patrons at the event or can be used to provide a
separate comparison of the answers and/or separate
5 winners to the contest. In this embodiment, for
example, questions may be displayed on the
television, Internet website, and the like, during
the event, and viewers watching the television may
respond to the questions as described above. The
10 system can optionally compare the percentage of
correct answers between the television viewers and
the patrons at the event, and/or provide separate
awards or a single award to the winners from the
pool of television/Internet viewers and/or patrons
15 in the event.

As discussed above, one or more of the
above alternative embodiments may be incorporated
20 into the embodiments described above, and/or any
of the embodiments discussed below. Furthermore,
any of the embodiments of the present invention
may be used for any reserved seating event.

FIG. 29 is a flowchart of a seventh embodiment of the invention. In FIG. 29, the process begins by enrolling members in the program that are interested in the ticket
5 upgrade. Tickets are checked in, for example, as the patrons enter the reserved seating area, such as a stadium or theater, through, for example, bar code readers, scanners, infrared readers, and/or manually or other method where the patron
10 is checked in, either at the gate, seat or other location. An optional separate check in area is provided for patrons that want to participate in the upgrade program. For example, patrons can optionally check in a predetermined time before
15 the event through a wireless device, Internet connection, manual or voice recognition telephone, or other manner. The important point is to provide a standard manner for allowing patrons to check in, and if the patron fails to
20 check in using a predetermined procedure, to allow that seat to be provided to another willing patron in accordance with a process to be described below. Currently, such a process is impossible and unthinkable in view of the
25 difficulty reserved seating events have in simply getting the patrons seated prior to the beginning

of the event. The present invention represents a revolutionary process to enhance event enjoyment, earn patron loyalty and optionally provide additional revenues to the theater/stadium or optionally other patrons with the desirable ticket.

The check in procedure continues for a predetermined period of time until a predetermined time period has expired, for example, 5 minutes before the event begins, 10 minutes after the event begins, after a predetermined event, such as the second act of a play, and the like. Once the predetermined time period or event has been completed, the check in procedure may be considered completed to begin the seat re-allocation process. To begin the seat re-allocation process, a re-allocation algorithm is used to re-assign seats for patrons that are willing or interested in different or better seats. Such re-allocation processes or algorithms may include a random process, a process where priority patrons are given priority for re-assignment of seat, a process where patrons are willing to pay additional for the re-

assignment to either the theater or the individual patron whose seat is being provided to another patron, frequent event patrons, season ticket patrons, a standard bidding process, or
5 other predetermined process.

An optional polling process to poll existing members and non-members in seats to whether additional seats are available. That is,
10 in another optional embodiment of the present invention, non-members may also make their seats available for re-allocation/re-sale at any point in the process. In this additional polling process, the next step is to determine whether
15 additional seats have been made available. If additional seats have been made available, then these additional seats are added to the list of available seats.

20 If the patron that is identified by the re-allocation process is determined to be present in the theater, for example, via mobile telephone, wireless device, and/or manual verification, an optional sub-process determines whether the

patron's optional profile is also satisfied with the available seating. If the optional subscriber profile is not satisfied, then the re-allocation process searches for another possible patron. If
5 the optional profile sub-process is satisfied, then the eligible patron is notified via one or more means, such as announcement, manually, wireless device, mobile telephone, bulletin board, and/or other means. The patron is then notified
10 and presented with the option of moving for free, use of award points, additional money to the theater and/or patron to whose seat is being provided, or other predetermined criteria to obtain the seat. The patron, of course has the
15 option to decline, and if so, the process continues and returns to the re-allocation process to attempt to locate another possible patron.

If the patron accepts, payment of money or
20 other means may be effectuated on the spot via the wireless device, credit card, debit card, points, and the like, and the patron may now move to the other seat. In addition, the original ticket holder is optionally reimbursed with award points,
25 a percentage of the revenue, a flat fee, an

additional event ticket that might also be
upgradable, and/or any other means for rewarding
the original ticket holder. The patron's seat may
then optionally be made available as an empty seat
5 to the re-allocation process. If a predetermined
period of time has not expired, then the re-
allocation process may be run again to optionally
continuously re-allocate seats. The patron may
optionally store the up-graded ticket on a
10 wireless device for proof of entrance to the
better seating area. Optionally, the seat and/or
row and/or section, includes a separate reader
device to receive optionally the original ticket
that is now re-allocated to a better seat, or a
15 new ticket that may optionally be received by the
patron via the wireless device and/or manually via
a worker in the theater or stadium.

In accordance with the invention, as
20 indicated above, when the patron registers for
ticket re-allocation and/or purchase, via for
example the Internet, the patron may enter payment
information at that time. Accordingly, when the
patron accepts the ticket re-allocation and/or
25 purchase, the system can automatically charge the

patron without the patron actually
submitting/typing, for example, credit card
information over a wireless device. The tickets of
the present invention may be used to re-allocate
5 patrons that are sitting in the stadium and/or
patrons that may be in the vicinity of the stadium
but were unable to get seats. Since the present
invention re-allocates and/or sells tickets very
near to game time in accordance with one
10 embodiment, the patron must be in the general
vicinity of the stadium to take advantage of this
embodiment of the invention.

As described above, the patron may be
15 transmitted, for example, emailed, the actual
ticket or a confirmation number that they can use
proceed to their seat and/or re-allocated seat. An
optional graphical display via, for example, GPS,
as discussed above may be used to guide the patron
20 to the new location upon acceptance, as well as to
help the patron decide whether to purchase the
ticket and/or upgrade. For example, a graphical
map of the stadium and/or textual description may
be provided to the patron to help the patron

decide the quality of the upgrade and whether to accept.

5 In one alternative embodiment, if the patron that has their ticket re-allocated in error, e.g., because the patron did not show up to the event based on the predetermined criteria but the patron was still planning on attending because they forgot about their seat being re-allocated, the system can re-allocate seats immediately upon the checking in of the patron and notify them that their seats have changed because they are late. In 10 this situation, the stadium/venue might decide to further upgrade the patrons because of the mistake.

15

In accordance with one embodiment of the present invention, the process of the present invention specifically reserves seats of the highest or very high rating that are considered preferred, in the event a patron's seat is re- 20 allocated prematurely or erroneously. In this situation, the patron who has had their seat re-allocated because they will likely receive an even better seat as a result of the mistaken (stadium or patron) or premature seat re-allocation. 25

5 In another embodiment of the present invention, as patrons are entering the venue or stadium, they are provided advantageously with a map of the stadium so patrons can analyze the potential upgrade to make a decision whether the upgraded seats are sufficiently good or of value to warrant the patron moving and/or paying for the additional upgrade. By handing the patron the map of the stadium, the process of the the present invention is not required to transmit a detailed schematic to the patron's wireless device which would not normally be able to effectively permit the patron to evaluate the proposed upgrade seats.

10 The map that is handed out may optionally include information for patrons on where to register for the upgrade and/or additional advertisement opportunities.

20 In one alternative embodiment, the patron that has purchased the ticket, for example, a season ticket holder, may advise the stadium that for a particular game, set of games or all games, they do not want their seats to be re-allocated, and perhaps, an additional fee is assessed for

25

this type of patron. If the stadium provides the ability for the patron to selectively opt out of the seat re-allocation, the patron can, for example, connect to the system via the Internet, public switched telephone network, cellular network, and the like, and notify the system that they do not want their ticket re-allocated, for example, because they are coming late to the event. Other means of notifying the system and/or other reasons may be utilized in connection with the present invention.

In another alternative embodiment, the system provides patrons the ability to individually select when their tickets may be re-allocated. For example, one patron may prefer to only give up their ticket if they are late to the game by 15 minutes, while another patron may be willing to give up their ticket if they have not arrived 15 minutes before the game. In alternative embodiments, the stadium may provide incentives for the patron to have their ticket re-allocated prior to the game because it increases the stadiums chances of re-allocating/re-selling the ticket.

The present invention has particular benefits for stadiums that are constantly sold out, but where patrons habitually do not show up.

5 For example, many stadiums are sold out by season ticket holders that do not show up to the game on a regular basis. The present invention permits these tickets to be re-allocated in accordance with, for example, predetermined algorithms, and

10 provide additional patrons a better experience. In addition, the present invention has the benefit of moving the patrons closer to the action/players, and therefore, the ability to support and/or motivate the players to play well. In additional

15 alternative embodiments, the stadium may provide the original ticket holder a portion of the proceeds as a result of the ticket re-allocation, thereby providing additional incentive to the ticket holder to permit their ticket to be re-

20 allocated (when this is a voluntary program in the stadium). The stadium may then keep a percentage, portion or service fee from the resale and/or re-allocation of the ticket. Of course, the above embodiment may further apply to yet another

25 embodiment where the stadium does not offer the upgrade to patrons sitting in the stadium, but to

patrons that, for example, may be in the geographic vicinity of the game but that may not currently have any tickets or that may be willing to purchase the tickets when availability is
5 determined and to travel to the event.

In an alternative embodiment, the system determines priority of re-allocation of seats based first upon patrons that have seats that may
10 also be re-allocated. That is, the systems attempts to maximize the number of re-allocations by prioritizing the re-allocation based upon seats that may be re-allocated after already being re-allocated. For example, if front row seats in a
15 stadium are available to be re-allocated, in this alternative embodiment, patrons that are in the next closest section for example on the field level would be upgraded first to those seats. Then, patrons with less preferred seats, for
20 example, in the upper deck would be re-allocated to the seats that have now become available from the patrons that have been upgraded to the front row. Thus, using this alternative priority scheme, the present invention maximizes the re-allocation
25 numbers. Of course, this priority algorithm may be

combined with additional factors, for example,
relating to subscriber/patron value. As described
above, additional factors may be utilized in the
algorithm to determine the subscriber or set of
5 subscribers to offer the upgrade.

In alternative embodiments, patrons in the
vicinity of the upgraded and re-allocated patrons
may optionally rate the upgraded patron, for
example, for appropriate behavior, wearing of
10 excessively large hats, drunkenness behavior, and
the like. These ratings may then be taken into
account in the re-allocation algorithm for future
upgrades to the patron.

15 In alternative embodiments, the patrons
eligible for the upgrade may be notified using
standard email communications over a wireless
device, mobile telephone, and/or other standard
communication means. For example, standard text-
20 to-voice and/or voice-to-text communications may
be used to contact the patron to evaluate whether
an upgrade will be accepted and to actually accept
the upgrade.

In another embodiment of the invention, as indicated above, when the patron registers for ticket re-allocation and/or purchase, via for example the Internet, the patron may enter payment information at that time. Accordingly, when the patron accepts the ticket re-allocation and/or purchase, the system can automatically charge the patron without the patron actually submitting/typing, for example, credit card information over a wireless device. The tickets of the present invention may be used to re-allocate patrons that are sitting in the stadium and/or patrons that have already purchased tickets in the vicinity of the stadium but were unable to get seats and/or may be in the vicinity of the stadium but were unable to get seats. Since the present invention re-allocates and/or sells tickets at any time prior to and/or after beginning of game time in accordance with one embodiment, the patron may be in the general vicinity of the stadium to take advantage of this embodiment of the invention or even at any location when being offered upgrades and/or seats well in advance of the game. For example, the present invention can upgrade or sell tickets to patrons well in advance of the game since it advantageously is permitted or has the

authority to resell tickets either via ticket
holders that do not show up during the game
and/or, for example, season ticket holders that
have authorized the stadium in advance to resell
5 their tickets based on predetermined criteria, for
example, when the season ticket holder notifies
the stadium that they will not be present at next
weeks game.

10 In one optional embodiment of the
invention, the patron presents the usher with the
confirmation number which the usher can enter into
a wireless device using a local or private
wireless network, or can simply use a walkie
15 talkie or telephone to call the dispatcher to
confirm the upgrade and/or new seats using the
customer provided confirmation number. The
dispatcher will have access to the system to enter
the confirmation number to confirm the validity of
20 the upgrade. Alternatively, a patron will retain
their old ticket. The patron will give in the old
ticket to the usher which is scanned or barcoded
by the usher for immediate identification of new
seats and used in place of, or in addition to,
25 confirmation number.

Of course, the confirmation may optionally be made via customer name with an appropriate identification card or other information.

5 Further, alternative methods may be used to verify that the confirmation number and/or ticket being used by the patron is valid. For example, the patron may be equipped with a printing device associated with the wireless device or download an
10 actual ticket on line from home prior to the game for the new ticket or upgrade. Alternatively, the patron may be equipped with an identifier card, optionally including a bar code with a unique identifier relating to the patron's account
15 information and profile that can be scanned for additional convenience. Alternatively, a wireless device may be used to securely store this type of identification and/or account information.

20 In at least one alternative embodiment of the invention, the patron may comprise optionally a corporate account that has a number of tickets, for example, season tickets. In this embodiment, the corporate account may have associated
25 therewith a plurality of email addresses or other

communication addresses to transmit the seat or
upgrade offer to a number of potential patrons
that may rotate their attendance at the games. In
accordance with this optional embodiment, multiple
5 emails can be stored for a single user/corporate
account, and the system may transmit individual
messages to all email addresses, or may only
transmit messages to individual patrons for
corporate account that individually advise the
10 system that they are associated with a particular
ticket/bar code for a particular game and will
be/are present at a particular game.

In an alternative embodiment, patrons may
enter the stadium and subsequently inform the
15 system that they are present and interested in an
upgrade via a kiosk where the patron can scan a
bar code and enter their customer number to be
eligible for upgrades during the game. The system
is then able to transmit a message to the
20 customer, assuming that the customer has pre-
registered with the system with the appropriate
contact information. Alternatively, or in addition
to individual use of a kiosk(s), the customer
sales office may have a kiosk or additional
25 functionality to enter the customer name and/or
customer account and scan in the bar coded ticket

on the spot to register each patron as they enter the stadium or venue.

As described above, the patron may be transmitted, for example, emailed, the actual ticket or a confirmation number that they can use proceed to their seat and/or re-allocated seat. An optional graphical display via, for example, GPS, as discussed above may be used to guide the patron to the new location upon acceptance, as well as to help the patron decide whether to purchase the ticket and/or upgrade. For example, a graphical map of the stadium and/or textual description may be provided to the patron upon entry in the stadium to help the patron decide the quality of the upgrade and whether to accept when an offer is received by the patron at a predetermined time. The graphical map may comprise a small booklet with a map of the stadium showing seat locations, and optionally a game schedule.

The present invention has particular benefits for stadiums that are constantly sold out, but where patrons habitually do not show up.

For example, many stadiums are sold out by season ticket holders that do not show up to the game on a regular basis. The present invention permits these tickets to be re-allocated in accordance with, for example, predetermined algorithms, and provides additional patrons a better experience. In addition, the present invention has the benefit of moving the patrons closer to the action/players, and therefore, the ability to support and/or motivate the players to play well. In additional alternative embodiments, the stadium may provide the original ticket holder a portion of the proceeds as a result of the ticket re-allocation, thereby providing additional incentive to the ticket holder to permit their ticket to be re-allocated (when this is a voluntary program in the stadium). The stadium may then keep a percentage, portion or service fee from the resale and/or re-allocation of the ticket. Of course, the above embodiment may further apply to yet another embodiment where the stadium does not offer the upgrade to patrons sitting in the stadium, but to patrons that, for example, may be in the geographic vicinity of the game but that may not currently have any tickets or that may be willing

to purchase the tickets when availability is
determined and to travel to the event.

5 In alternative embodiments, patrons in the
vicinity of the upgraded and re-allocated patrons
may optionally be eligible for a dating or
matching service where patrons register and
provide profile information to the system and/or
through a third service provider dating service.
10 Once the system knows that the patrons will be
coming to the game and/or have actually checked in
to the stadium, the system can then arrange for
the two, four, etc. patrons to meet each other by
allocating and/or re-allocating seats to the
15 patrons together. Thus, based on profile
information, customer request and availability,
the system is able to upgrade or sell tickets to
patrons to maximize their chances of meeting
someone at the game. This optional feature
20 provides significant potential enjoyment for the
patrons participating in this dating or connection
program. In accordance with this embodiment, one
possible sequence of acceptance steps involves
profile matching the two patrons (or groups of
25 patrons) based on predetermined profile

information; transmitting a first message to the first patron regarding availability of the second patron and requesting a conditional acceptance from the first patron; transmitting a second
5 message to the second patron indicating that the first patron has conditionally accepted and request the second patron to accept; and when the second patron accepts before the first patron has rescinded the conditional acceptance, finalizing
10 the upgrade and/or seat allocation for the first and second patrons. This embodiment of the invention is a complete reverse from typical dating and/or matchmaking services which attempt to develop detailed algorithms for the matching
15 process because of the significant decision that exists in determining who to spend valuable time with. In accordance with the invention, patrons are already present at the game, and therefore, half or more than half the effort is already done.
20 The remainder is to actually meet the other person which can be accomplished with profile criteria, whether or not the algorithms are very sophisticated.

In one embodiment, the patrons that are being matched have their original seats maintained and not made available for other upgrades in the event the matching does not work out early on. In
5 this embodiment, one or both the patrons can return to their original seat. Hopefully, there will not be a significant argument of who would need to return to their original seat if an upgrade is actually performed. In addition, in
10 accordance with this embodiment, the seats that are selected do not necessarily have to be better seats in the classical sense. That is, seats further away from other ticket holders might be considered preferred when matching two individuals
15 for the first time. Alternatively, couple that would prefer a little more privacy or quieter game might request to be moved to a more isolated area. Alternatively, families with small children might prefer to be moved to a less busy area as well
20 during the game where the children might be able to freely move around. All these scenarios and/or alternatives are possible in view of the present invention. The advantage of performing a match in a public setting is that the patrons do not have
25 to worry about leaving or ending the date, and

also do not have to worry that the other person will have their home address.

In an alternative embodiment of the
5 dating/matching service of the present invention,
a dating/matching service is provided to patrons
that enter a predetermined location and/or
geographic area. The patron can enter physically
the location and/or geographic and register, for
10 example, by manually entering data in a computer,
transmitting information relating to the
registration of the patron via infrared, Bluetooth
and/or other technology, and/or automatically
register via use of GPS information associated
15 with or used in a wireless device associated with
the patron. For example, patrons that enter an
establishment can register upon entry that they
are now present within the general location of the
establishment. Upon registry, the system can
20 implement various matching algorithms currently in
use by various matching services in connection
with other patrons that have also registered at
the same location and/or a location in the general
area that the original patron registered.
25 According to this embodiment, the system

advantageously matches individuals that have registered in the same geographic location and/or geographic locations that are in the same general area where the patrons can walk and/or drive to
5 meet each other in the same general time frame, such as the same evening, same afternoon same day, and the like.

In addition, this feature also optionally
10 permits the patrons that have participated in the program to rate one another for future dates. For example, one patron can rate the conversational benefits of the second patron, the appearance of the second patron, the overall short term versus
15 long terms relationship goals of the patron, and the like. These ratings may then be taken into account in the algorithm for future seat assignments, re-allocations and/or upgrades in the future for the first and second patrons, and all
20 other patrons will now benefit with the additional profile information of the first and second patrons. The matching service may be for amusement or work related networking purposes, for example, to meet an executive that the patron currently

works with or wishes to work with/sell in the future.

In an alternative embodiment of the
5 dating/matching service of the present invention,
a dating/matching service is provided to patrons
that enter a predetermined location and/or
geographic area. The patron can enter physically
the location and/or geographic and register, for
10 example, by manually entering data in a computer,
transmitting information relating to the
registration of the patron via infrared, Bluetooth
and/or other technology, and/or automatically
register via use of GPS information associated
15 with or used in a wireless device associated with
the patron. For example, patrons that enter an
establishment can register upon entry that they
are now present within the general location of the
establishment. Upon registry, the system can
20 implement various matching algorithms currently in
use by various matching services in connection
with other patrons that have also registered at
the same location and/or a location in the general
area that the original patron registered.
25 According to this embodiment, the system

5 advantageously matches individuals that have
registered in the same geographic location and/or
geographic locations that are in the same general
area where the patrons can walk and/or drive to
meet each other in the same general time frame,
such as the same evening, same afternoon same day,
and the like. In addition, the system
advantageously and optionally provides the feature
of allowing patrons to text message one another
10 directly, and/or exchange pictures via wireless
email, text messaging, and other wireless devices
that provide the standard capability of exchanging
pictures, such as T Mobile and/or Sprint.

15 In alternative embodiments, the ticket
holder can call in via a voice to text message,
text message and/or email and let the stadium know
early that they are not coming. In this manner the
ticket holder obtains the convenience of the
20 stadium or venue reselling their tickets in
advance, thereby providing the venue with
additional time to maximize the resale of the
ticket.

In alternative embodiments, when the patron enters the stadium, they have their ticket barcoded or other device that detects their presence can be used such as infrared, Bluetooth, etc., and then they can become eligible for an upgrade. The patron can register in advance that they want to receive upgrades by providing their name, message address, e.g., email, telephone text message address, etc., and optionally their credit card or other payment mechanism for upgrades that actually cost money as opposed to free upgrades. In alternative embodiments, the patron can register at the ticket booth when purchasing their original ticket. In this scenario, the stadium representative can enter this information on behalf of, and with the permission of, the patron since the patron may already be providing their credit card, debit card, etc. to purchase the original tickets. Alternatively or in addition, a kiosk may be provided where the patron can enter their original ticket, e.g., scan in their original ticket and provide their name and text message information in the stadium to register for a one time upgrade for the game after purchasing, for example, a regular admission ticket.

5 In alternative embodiments, an usher can
verify that the patron should be upgraded by the
patron providing the confirmation number that may
be transmitted in real-time by the system, and/or
10 by the patron using their original confirmation
number or original ticket with barcode or other
identification means, such as a smart card,
infrared reader, etc. that represents original
ticket and presenting same to the user. The usher
15 then needs only to scan in the original ticket and
the system will verify whether the patron
associated with the original ticket is valid and
whether the upgrade is valid.

15 In alternative embodiments, a warning
message may be sent to the ticket holder that has
not shown up to game warning them that if they do
not respond within a certain time period that
their seat will be re-allocated or re-assigned to
20 another patron. Similarly, a release message may
be sent to the ticket holder after their seat has
actually been released and/or re-allocated,
thereby notifying the patron that if they change
their mind in attending the game, they will have
25 to obtain an additional ticket. In alternative

embodiments, the ticket holder that has their seat released and re-allocated can be themselves re-allocated a similar, worse or better seat, depending on, for example, their subscriber value and/or other criteria. For example, if the patron is provided a better seat, this will encourage them to more readily give up their seats in the future even if they are attending the game. On the other hand, if the patron is provided a worse seat, then this encourages them not to artificially give up or have their seat released when attending the game. Accordingly, the present invention is designed to deal with various behavioral patterns of specific ticket holders, and may optionally and advantageously be a ticket holder specific with respect to various criteria for re-assigning, releasing, selling and/or re-allocating tickets.

20 In alternative embodiments, the system transmits to the ticket holder a welcome message after being upgraded and after having being moved to a new upgraded seat location. In one embodiment, the system identifies that the patron has been successfully upgraded after the patron

provides the usher with a confirmation number or original ticket, which is then verified by the usher and system.

5 In alternative embodiments, the system, after having identified which patrons have checked into the stadium and/or have been upgraded, transmits a trivia question and/or additional advertisements to all patrons attending the game.

10 In alternative embodiments, the information is transmitted to both patrons that are attending the game and additional patrons that have registered in the past to receive information but that are not attending the game. The participants can, for

15 example, answer trivia questions and respond with their wireless device. Depending on whether the patron is attending the game or not, the system may determine to offer or deal with each of the patrons differently. For example, for patrons at

20 the game, winners may be successively determined and narrowed, as patrons successfully and unsuccessfully answer questions, round after round of questions in a "spelling bee" format. For patrons that are not attending the game, winners

25 may be declared, or statistics provided to the

broadcast station that can be aired on television.
In yet additional alternative embodiments, instead
of transmitting information/questions to the
patrons via the wireless device, the
5 information/questions are displayed on the stadium
billboard for patrons at the game and/or on
television for patrons that are watching the game
on television. The patron can then merely respond
via the device, e.g., the telephone accordingly
10 via a voice-to-text system or via other mobile
devices via text messaging.

In alternative embodiments, the
present invention provides the advantage of
15 additional advertising sponsorship to the venue.
For example, in one embodiment, the venue is
partitioned into different locations that may be
assigned to different sponsors. In one embodiment,
the sponsor that provides the most value may be
20 assigned a certain number of premium seats that
are not available to other sponsors.

For example, the sponsor may offer a
discount on the upgrade if you are a Verizon or
25 Verizon Wireless customer or they credit your cell
account for each seat upgrade or you get say 30

free minutes, etc. In alternative embodiments, the present invention provides the advantage of one wireless provider to advertise on another wireless providers mobile phone or wireless device. For

5 example, if Verizon Wireless is a sponsor of the upgrade system for a particular stadium, the present invention will still work with, for example, AT&T, SPRINT, and CINGULAR customers. An advertisement message sent with the upgrade offer

10 may read on the AT&T phone, "brought to you by Verizon Wireless." In an alternative embodiment of the present invention, text messaging is optionally used for mobile phones to perform the message communication of the present invention.

15 The user is only required, in one embodiment, to reply or respond with a "Yes" to accept the upgrade offer since the user has advantageously pre-registered with the system, thereby minimizing the required communication/input by the user. In

20 an alternative embodiment, the user, instead of pre-registering with the system, is charged on their wireless or even regular telephone number bill when they accept the upgrade offer. Thus, the wireless system that either administers the user's

25 regular or wireless account or the upgrade sponsor

may be responsible for actually billing the customer in this alternative embodiment.

5 In the alternative embodiment when text messaging is optionally used alone or in combination with other communication methods, the system provides the additional advantage of maximizing bandwidth usage by not requiring use of bandwidth on the wireless voice system, thereby
10 maximizing system resources.

In another alternative embodiment, the present invention optionally and advantageously provides a security and/or safety
15 feature in the event of, for example, a minor event where a parent gets separated from a child, a disaster or other event that might require evacuation of the stadium. In one embodiment, the person needing help provides their name to an
20 attendant that can search the system for the contact information of their companion/parent. The system can thereafter send an email and/or text message to the companion/parent regarding the status of that person and provide instructions for
25 meeting that person or arranging help, authorizing medical procedures, and the like. In another

embodiment, the person requiring help, e.g., a
child provides the attendant or kiosk with their
ticket which can, e.g., scan the bar code or other
reader system. The system can either automatically
5 provide a text message to the parent who can then
reply to the child/attendant via the kiosk to meet
the child.

Alternatively, the parent can be
10 instructed to meet the child at a predetermined
location, and to stop looking for the child
because the child was found. Thus, for this
example, the person who is lost or separated from
their party can notify security or access a kiosk.
15 Security can, for example, notify the parent that
child is in safe custody, and should not search
the stadium, and therefore, meet outside stadium
in a pre-specified safe place.

20
In an alternative embodiment, if a
child/person is separated, the security
guard/kiosk can arrange the best place to meet,
either in or outside the stadium, together based
25 on an optional global positioning system (GPS). In
addition, the party with the mobile device can be

provided directions on where to go to meet their party from who they have been separated.

5 In an alternative embodiment, the present invention may also be used in a security, defense and/or safety setting to direct patrons in a stadium for an orderly evacuation or notify patrons regarding status of a safety related event via, for example, a broadcast message including
10 text message, email and the like. In this manner, system communication resources may be most efficiently utilized by not over-utilizing the system via voice communication, unless completely necessary. For example, the message can be
15 broadcast in the event of an impending hurricane. In this situation, patrons in different sections get different messages, for example, to exit the stadium out of gates/exits that are either less occupied or closest to the section the patrons are
20 sitting in. Advantageously, the present invention has the patrons contact information, including optionally and advantageously text messaging, that can be broadcast or sent to different patrons. The advantage of text messaging is that the bandwidth
25 is more efficiently used in the event of an emergency, and there are no busy signals as in a

voice network. Further, the message is send, and
if the network is at capacity, the system can
automatically resend or the message will be placed
in queue and sent as soon as capacity becomes
5 available.

In another alternative embodiment of
the invention, the security bracelets of the
present invention can be required to be displayed
10 and read on exit from a venue when a parent has
reported that a child has been separated. In this
event, all patrons are checked when they exit the
stadium. The parent can report the specific seat
that the child was sitting in, and then on exit,
15 all patrons are checked. If the specific seat
appears or if a child attempts to leave without
scanning or presenting their bracelet, then that
child can be taken into custody until their parent
arrives, thereby possibly preventing abduction.

20
For instance, in sporting venues the
bracelet ticket includes the machine readable
information that comprises at least one of a bar
code and radio frequency identifier used for
25 security check in, and optionally check out. In
this manner, the standard reading machines that

can scan the bar code or RFID information can keep track of people that have checked into the sporting event and/or venue. Advantageously, the machine readable information on the bracelet can also be used by the venue in the event the patrons seat assignment is modified, for example, via an electronic ticket exchange or upgrade program. In this embodiment, the visible indicia are no longer valid for the actual seating that may be dynamically changed and only represents optionally an initial seat assignment. However, the machine readable information may be used as a code to reference the specific patron and assign that patron a new seat. Thus, when the ticket reader scans the ticket and actually identifies, for example, the bar code, this information can be used to reference the patron, update and/or confirm the patron's current seat via the reader used, for example, by ushers in the venue, kiosk, entrance to the venue, and the like.

In an alternative embodiment, the security bracelets of the present invention can be required to be displayed and read on exit from a venue when a parent has reported that a child has been separated. In this event, all patrons are checked

when they exit the stadium. The parent can report the specific seat that the child was sitting in, and then on exit, all patrons are checked. If the specific seat appears or if a child attempts to
5 leave without scanning or presenting their bracelet, then that child can be taken into custody until their parent arrives, thereby possibly preventing abduction. This information, as previously mentioned, may be visually
10 cognizable for the patron and in combination, readable by electronic means if the bracelet includes a magnetic strip, bar code imprinting, or RF chip.

15 In an alternative embodiment of the present invention, the security bracelet and ticket combination of the present invention advantageously includes a bar code or other machine readable information such as a RFID
20 device. When, for example, a child is separated from their parent, the parent can notify security and the seat number associated with the child. If the child attempts to leave with their bar code/identifier, the system detects the bar
25 code/identifier as either being valid and identifying the child that is missing or being

invalid and raising another red flag. In an
alternative embodiment, the bar codes/identifiers
associated between children and adults correspond
such that the child identifier must be within a
5 predetermined time and/or number of checking out
identifiers from/within the adult identifier. If
this does not occur, the system determines that
the child is leaving without their parent, and
possibly being abducted.

10

In an alternative embodiment, the system
links one or more tickets/identifiers together and
requires the tickets/identifiers to exit the venue
or event within a predetermined time period from
15 one another and/or within a predetermined number
of tickets/identifiers that have exited the venue
and/or event. In the event that one
ticket/identifier exits the venue or event and the
associated identifier does not, then an alarm or
20 other indicator occurs, and the attendants will
detain the patrons that have initiated the alarm
to for security purposes.

In an alternative embodiment, the tickets are advantageously coded with designations such as adult, child and the like. In the event a child ticket/identifier exits the stadium before the associated adult and/or more that a predetermined time period and/or number of patrons exiting, the system can initiate an alarm so that an attendant can determine if a child has exited the venue or event without their parent or with a wrong parent potentially averting a kidnapping. In this embodiment, an additional combination is the use of the standard fast pass feature, for example, at theme parks, and the like, where the venue records predetermined events that the user of the card enters in a faster line. In this embodiment, if a child ticket/identifier is not associated with a parent ticket/identifier, for example, as described above, the child may be denied entry into the event or venue if not accompanied by their parent. In alternative embodiments, the venue/event sponsor or organizer associates tickets upon request from the patron. In addition, in another alternative embodiment, a kiosk is provided inside and/or outside the venue for, for example, parents to register their tickets and have them associated with their children's tickets

to prevent the child from exiting the venue without them, for example, as described above.

5 In an alternative embodiment of the present invention, the system and method are adapted to utilize any type of wireless device with different interface and communication options. For example, different wireless devices have different constraints with respect to the interface, e.g.,
10 number of characters, how the subject and body of the messages are used/communicated, etc. Accordingly, the present invention optionally provides a protocol conversion system depending on the type of wireless device and the wireless
15 device constraints, including message constraints and/or the wireless communication system. In alternative embodiments, the system determines the wireless device provider based on the address received from the wireless device, and is able to
20 automatically determine the type of message and/or message constraints and transmission constraints associated therewith based for example, on real-time information or on pre-determined stored information on the device and/or communication
25 system. Accordingly, a protocol conversion system

for different wireless devices is provided by the present invention for sending and/or receiving messages, such as upgrade offers, responses, acceptances, and the like, from a variety of different users/mobile devices and wireless systems.

In another alternative embodiment of the present invention, a security bracelet is advantageously utilized, for example, such as the security bracelet disclosed in U.S. application number 10/680,207, filed on October 8, 2003, to Abraham I. Reifer, et al., and incorporated herein by reference, in the event of a reported event, security breach, abduction, and the like. In this embodiment, all patrons exiting the stadium must show their ticket and/or identifier so that the venue can check all patrons out of the stadium. Thus, for example, if two kidnappers come in the stadium, and want to use one bracelet for a child, the second kidnapper will be stranded in the stadium. In addition, if one kidnapper buys two tickets, then upon exit with the child and the additional ticket, a barcode/identifier will be exiting without ever having checked in, and then the alarm will go off as well.

In another alternative embodiment, the present invention provides a broadcast message to warn patrons of an event, such as an advertisement, sale and/or even a weather related event such as a hurricane that might require the venue to be evacuated. Advantageously, in at least one embodiment, the broadcast message comprises standard text messaging that optimizes or better utilizes capacity form the communication system. Thus, when using text messaging capabilities, the present invention efficiently transmits text messages to numerous subscribers regarding, for example, exit information, contacting and/or meeting additional parties that have been separated, and the like.

In an alternative embodiment of the present invention, the present invention optionally provides the capability to penetrate into secondary market with season ticket holders selling ahead of time the games they will not be attending. For example, the present invention optionally provides the feature for the season ticket holder and/or general ticket purchaser the ability to view in advance of the season and/or game the schedule, and to alert the venue and/or

stadium of games and/or events they will not be attending, thereby permitting the stadium/venue to attempt to resell the tickets to other patrons. For example, in one embodiment of the invention,

5 the patron is provided with a monthly schedule listing the events that may be attended. The patron, such as a season ticket holder, may then click or place an indicator on all games they will not be attending for the season in advance,

10 thereby providing the stadium with the ability to resell tickets well in advance of the event. Once the patron completes identifying games that will not be attended, the system then compiles a list and transmits the list to the patron for an

15 optional confirmation. This list is then used by the system to release seats well in advance of the game. In an alternative embodiment of the invention, registered users of the system for, for example, upgrades, may also be notified of seat

20 availability for sales prior to the game/event. In an alternative of this embodiment, registered users may receive text messages, emails, and the like, notifying them advantageously of the availability of seats that heretofore have never

25 been easily available to the public for sale,

thereby allowing the venue to participate in
secondary market ticket sales.

5 In one alternative embodiment of the
present invention, the system/process of the
present invention provides or operates as a middle
person/broker between the ticket holder that is
returning tickets to the venue, such as the season
ticket holder, and a ticket sales system and/or
10 company, such as tickets.com, by notifying the
tickets company of the newly available seats via
notification by the ticket holder, such as the
season ticket holder of season ticket games not
being attended.

15

 In one alternative embodiment of the
invention, the system and/or process transmits
text messages, emails and the like, to offer
tickets and/or seats and/or admittance to
20 subscribers for events and/or games with empty
seats even before game. Thus, the present
invention allows the venue to participate in the
secondary ticket sales market and the upgrade
market, thereby increasing revenue and fan
25 loyalty.

Of course, all of the embodiments of the present invention may be used for any reserved seating event, and/or venue that require tickets for entry thereof.

5

In another alternative embodiment of the present invention, the use of machine readable identifiers provides advantages for, for example, the upgrade program or ticket exchange of the present invention. For example, when the upgrade, re-allocation and/or electronic ticket is issued, the machine readable identifier, for example, the bar code, on the original ticket is invalidated, thereby preventing use of the invalidated ticket. Accordingly, when a new ticket holder purchases the ticket from the season ticket holder, the new purchaser will be issued a new machine readable identifier, and optionally a new paper ticket. The present invention advantageously is able to handle the issuance of a new ticket and invalidates the old ticket and optionally the old identifier that has, for example, been returned by the season ticket holder, thereby providing dynamic ticketing capability.

25

In an alternative embodiment of the present invention, the new patron obtains a new identifier such as a barcode, the old bar code of, for example, the season ticket holder is
5 invalidated. In one embodiment of the invention, season ticket holders are offered to opt in the upgrade process. Various commercial incentives are possible for the season ticket holder to opt in the upgrade process, such as monetary compensation
10 when their ticket is used for an upgrade and/or resold whether they express their intention not to go to the game prior to the game, and the like. Alternatively, season ticket holders may be offered that the cost of their season tickets
15 will, for example, remain the same as the previous year or be reduced if they participate in the program. Therefore, the combination season ticket trade-in and upgrade program in one embodiment of the invention will be beneficial to season ticket
20 holders by allowing them to trade when they already know that they have no intention of attending a game, and allow the season ticket holder to recoup some cost of the season tickets if they do not attend and their ticket is used as
25 an upgrade. In addition, additional patrons of the event and/or sports team are permitted to attend

the game in locations/seats that they might never
have been able to obtain access to. Further, the
venue/stadium/team maximize revenues by being able
to place tickets on the secondary market when the
5 ticket holder notifies the venue early enough that
they are not attending the event, the venue also
obtains additional revenue from upgrades when
tickets are upgraded, and the venue obtains
additional fan loyalty.

10

In another embodiment of the present
invention, the system provides the ability to
advertise via email, text messaging, and the like,
for one wireless carrier on the wireless device
15 that is using another wireless carrier. Since the
user of the wireless device has requested the
service, the user appropriately receives the
communication from the ticketing system of the
present invention, and therefore, also
20 appropriately received the advertisement from the
wireless carrier that is different than the
wireless carrier that the user of the wireless may
be using at that time.

25

In another alternative embodiment of the
present invention, offers to purchase seats either

during the game or even well in advance of the game are "pushed" or transmitted out to registered users that have supplied their wireless and/or Internet addresses. For example, patrons can

5 register in advance for the upgrade and/or regular ticket offers to purchase admittance via various methods including the Internet. When seats band/or admittance becomes available, a broadcast message or other standard messages may be transmitted to

10 the registered patrons to notify them of the seat availability. Thus, seat offers are "pushed" to registered users that have requested this service advantageously to a wireless device and/or other address including standard telephone

15 communication, as well as additional optional advertisements. The system, in one alternative embodiment, provides the user the option when registering to accept certain types of advertisements to be received on their wireless

20 device via email and/or text messaging. In other embodiments, the user does not have the option of which advertisements to receive.

Advantageously, in accordance with one

25 alternative embodiment of the present invention, if a patron decides to attend an event such as a

5 sporting event when the patron does not have time
to wait to receive paper tickets (e.g., the patron
is visiting in another city/location and does not
have time to wait to receive tickets via mail and
is on the go), the system of the present invention
transmits a ticket to the patron via, for example,
a wireless communication system and/or other
standard electronic communication system such as
the Internet, and the patron can present their
10 ticket, for example, on their wireless device and
show up to game.

In another embodiment of the present
invention, an interactive patron entertainment
15 system is provided where trivia questions, for
example multiple choice questions on a variety of
topics, are sent to the patron via email and/or
text messaging and/or displayed on the scoreboard
with an address to respond, such as
20 trivia@utixx.com. Patrons then text message and/or
email and/or answer questions via voice-to-text
messaging their answers. The system can then
display the overall number of answers that are
correct and incorrect, display bar graphs and the
25 like to the event patrons by displaying on a
display, such as the scoreboard of a sporting

event. The system then identifies the patrons that have correctly answered the question and can then send new questions to be answered just to the previously correct patrons, thereby further
5 narrowing the group of patrons. Successive questions can be sent, including questions that are not multiple choice and that require actual text to be entered via standard wireless device interfaces, and patrons are successively
10 eliminated until a single or sub-set of patrons are determined to be the winners. Advantageously, the present invention provides entertainment to the patrons at the event by optionally providing successive questions throughout an event. In
15 another alternative embodiment, simultaneously with the questions to the patrons present at the event, the present invention is also capable of sending the questions to patrons that have registered with the system, but are not at the
20 event, for example, at home watching on the television or simply not currently involved in the game. The present invention is able to transmit the same and/or different questions to those registered users as well. Further, in another
25 alternative embodiment of the present invention, viewers watching the television, for example the

same event that patrons are attending, may be presented with the same and/or different questions as well as an address and/or telephone number to call and provide their answer which they can
5 compete with patrons at the event or can be used to provide a separate comparison of the answers and/or separate winners to the contest. In this embodiment, for example, questions may be displayed on the television, Internet website, and
10 the like, during the event, and viewers watching the television may respond to the questions as described above. The system can optionally compare the percentage of correct answers between the television viewers and the patrons at the event,
15 and/or provide separate awards or a single award to the winners from the pool of television/Internet viewers and/or patrons in the event.

20 In another alternative embodiment of the present invention, the system uses a seat database to determine which of the reserved seats are currently in use. The system may integrate with the seat database system of a venue and/or stadium
25 or optionally be used in parallel with the seat venue/stadium database. For example, prior to the

event, the system may utilize the seat database of the venue to determine available seating and patrons that do not show up after a predetermined period of time. Alternatively, the present
5 invention can operate using a separate database from the event/venue by copying or building a separate database used for the ticketing and/or upgrading according to the present invention. In this alternative, as patrons enter the venue, they
10 are checked in directly to this separate database. At the time of the event, the system will be able to check-in patrons using either the identification system, e.g., bar code scanner, of the event or venue, or provide a separate
15 identification system.

In alternative embodiments of the invention, the patron that knows they are attending the game but is going to be late can
20 send in a HOLD message even prior to being provided a warning message that their seats are to be released if the patron does not respond to the message with the HOLD request. That is, in this embodiment, since the patron already knows well in
25 advance that they are attending the game, but perhaps stuck in traffic, the patron can initiate

the HOLD message before even being warned in advance of the possibility of their seat being released.

5 In another alternative embodiment, patrons that have registered with the system and optionally checked into the stadium and/or venue in advance and who also know that they would like an upgrade and/or ticket, may initiate their own
10 upgrade request to the system to notify the system of their willingness to purchase an upgrade and/or new ticket for the event/venue. The system may then place these patrons on a higher priority since they have already expressed an intent
15 and/or willingness to purchase the upgrade or ticket. The patron may notify the event and/or stadium of their willingness optionally well in advance of the game or near/after game time at a time which the patron commits or expresses an
20 additional heightened desire to upgrade and/or purchase a ticket.

 In alternative embodiments, the system includes the advantage of allowing patrons to
25 register free for a predetermined period of time, for example, for the first year, without paying a

yearly subscriber fee. Alternatively and/or in addition thereto, the system provides the patron with their first upgrade for free or for a reduced rate to further encourage the patron to register with the system and method of the present invention. Alternatively and/or in addition thereto, the system of the present invention offers the patron reduced and/or free concessions when purchasing a membership, ticket and/or upgrade to further encourage the patron to participate in the offers of the present invention.

In alternative embodiments of the present invention, the matching system and/or process, permits participants in the program to initiate a message to the system with the seat location and/or name of the patron that they would like to be matched with for a meeting, networking and/or socializing such as a date. In this embodiment, the system may the push the message to the other subscriber and assign new seats to the individuals that are to be matched. Alternatively, the system Need not require a specific confirmation that the second individual to be notified of the potential match is physically located near the first

individual, but can rely on the first individual
to provide that information. For example, the
first individual may see a potential date in a
restaurant, and may then send a message to the
5 system with that person's name or address, that
they would like to meet that other individual. In
that situation, the second individual will receive
a message of the possible match, and can respond
and accept or reject the offer to meet. The second
10 individual can then provide a meeting destination
or the system can suggest a meeting place based on
the first individual advising the system of their
location, and the location of the second
individual.

15

In another embodiment of the present
invention, an interactive patron entertainment
system is provided where trivia questions, for
example multiple choice questions on a variety of
20 topics, are sent to the patron via email and/or
text messaging and/or displayed on the scoreboard
with an address to respond, such as
trivia@utixx.com. Advantageously, the multiple
choice questions each have unique selections, such
25 as a1, b1, c1 and d1 for question #1; a2, b2, c2,
and d2 for question #2; a3, b3, c3 and d3 for

question #3, and the like. In this embodiment, the actual timing of questions is not necessary since each question and answer is unique. Therefore, the speed of responding to the question is immaterial to the winner of the contest and/or correct answer. Also, in the event one patron answers the question late, there will be no confusion which question the patron is submitting an answer for. Patrons text message and/or email and/or answer questions via voice-to-text messaging their answers as indicated above using the unique set of answers, in one embodiment. In alternative embodiments, the first predetermined number of patrons that answer the question correctly are considered the winners.

The system can then display the overall number of answers that are correct and incorrect, e.g., a1 50%, b1 28%, c1 12% and d1 10%, and display bar graphs and the like to the event patrons by displaying on a display, such as the scoreboard of a sporting event. The system then identifies the patrons that have correctly answered the question and can then send new questions to be answered just to the previously correct patrons, thereby further narrowing the

group of patrons. Successive questions can be sent, including questions that are not multiple choice and that require actual text to be entered via standard wireless device interfaces, and

5 patrons are successively eliminated until a single or sub-set of patrons are determined to be the winners. Advantageously, the present invention provides entertainment to the patrons at the event by optionally providing successive questions

10 throughout an event. In another alternative embodiment, simultaneously with the questions to the patrons present at the event, the present invention is also capable of sending the questions to patrons that have registered with the system,

15 but are not at the event, for example, at home watching on the television or simply not currently involved in the game. The present invention is able to transmit the same and/or different questions to those registered users as well.

20 Further, in another alternative embodiment of the present invention, viewers watching the television, for example the same event that patrons are attending, may be presented with the same and/or different questions as well as an

25 address and/or telephone number to call and provide their answer which they can compete with

patrons at the event or can be used to provide a separate comparison of the answers and/or separate winners to the contest. In this embodiment, for example, questions may be displayed on the television, Internet website, and the like, during the event, and viewers watching the television may respond to the questions as described above. The system can optionally compare the percentage of correct answers between the television viewers and the patrons at the event, and/or provide separate awards or a single award to the winners from the pool of television/Internet viewers and/or patrons in the event.

As discussed above, one or more of the above alternative embodiments may be incorporated into the embodiments described above, and/or any of the embodiments discussed below. Furthermore, any of the embodiments of the present invention may be used for any reserved seating event.

FIG. 30 is a flowchart of an eighth embodiment of the invention. In FIG. 30, the process begins by enrolling members in the program that are interested in the ticket upgrade.

Tickets are checked in, for example, as the patrons enter the reserved seating area, such as a stadium or theater, through, for example, bar code readers, scanners, infrared readers, and/or manually or other method where the patron is checked in, either at the gate, seat or other location. An optional separate check in area is provided for patrons that want to participate in the upgrade program. For example, patrons can optionally check in a predetermined time before the event through a wireless device, Internet connection, manual or voice recognition telephone, or other manner. The important point is to provide a standard manner for allowing patrons to check in, and if the patron fails to check in using a predetermined procedure, to allow that seat to be provided to another willing patron in accordance with a process to be described below. Currently, such a process is impossible and unthinkable in view of the difficulty reserved seating events have in simply getting the patrons seated prior to the beginning of the event. The present invention represents a revolutionary process to enhance event enjoyment, earn patron loyalty and optionally provide additional revenues

to the theater/stadium or optionally other patrons with the desirable ticket.

5 The seat re-allocation process is used to re-assign seats for patrons that are willing or interested in different or better seats. Such re-allocation processes or algorithms may include a random process, a process where priority patrons are given priority for re-assignment of seat, a
10 process where patrons are willing to pay additional for the re-assignment to either the theater or the individual patron whose seat is being provided to another patron, frequent event patrons, season ticket patrons, a standard bidding
15 process, or other predetermined process. Simultaneously or subsequently, the check in procedure continues for a predetermined period of time until a predetermined time period has expired, for example, 5 minutes before the event
20 begins, 10 minutes after the event begins, after a predetermined event, such as the second act of a play, and the like. Once the predetermined time period or event has been completed, the check in procedure may be considered completed to begin the
25 seat re-allocation process.

5 An optional polling process to poll
existing members and non-members in seats to
whether additional seats are available. That is,
10 in another optional embodiment of the present
invention, non-members may also make their seats
available for re-allocation/re-sale at any point
in the process. In this additional polling
process, the next step is to determine whether
15 additional seats have been made available. If
additional seats have been made available, then
these additional seats are added to the list of
available seats.

15 If the patron that is identified by the
re-allocation process is determined to be present
in the theater, for example, via mobile telephone,
wireless device, and/or manual verification, an
optional sub-process determines whether the
20 patron's optional profile is also satisfied with
the available seating. If the optional subscriber
profile is not satisfied, then the re-allocation
process searches for another possible patron. If
the optional profile sub-process is satisfied,
25 then the eligible patron is notified via one or

more means, such as announcement, manually,
wireless device, mobile telephone, bulletin board,
and/or other means. The patron is then notified
and presented with the option of moving for free,
5 use of award points, additional money to the
theater and/or patron to whose seat is being
provided, or other predetermined criteria to
obtain the seat. The patron, of course has the
option to decline, and if so, the process
10 continues and returns to the re-allocation process
to attempt to locate another possible patron.

If the patron accepts, payment of money or
other means may be effectuated on the spot via the
15 wireless device, credit card, debit card, points,
and the like, and the patron may now move to the
other seat. The patron's seat may then optionally
be made available as an empty seat to the re-
allocation process. If a predetermined period of
20 time has not expired, then the re-allocation
process may be run again to optionally
continuously re-allocate seats. The patron may
optionally store the up-graded ticket on a
wireless device for proof of entrance to the
25 better seating area. Optionally, the seat and/or

row and/or section, includes a separate reader
device to receive optionally the original ticket
that is now re-allocated to a better seat, or a
new ticket that may optionally be received by the
5 patron via the wireless device and/or manually via
a worker in the theater or stadium.

In accordance with the invention, as
indicated above, when the patron registers for
10 ticket re-allocation and/or purchase, via for
example the Internet, the patron may enter payment
information at that time. Accordingly, when the
patron accepts the ticket re-allocation and/or
purchase, the system can automatically charge the
15 patron without the patron actually
submitting/typing, for example, credit card
information over a wireless device. The tickets of
the present invention may be used to re-allocate
patrons that are sitting in the stadium and/or
20 patrons that may be in the vicinity of the stadium
but were unable to get seats. Since the present
invention re-allocates and/or sells tickets very
near to game time in accordance with one
embodiment, the patron must be in the general

vicinity of the stadium to take advantage of this embodiment of the invention.

5 As described above, the patron may be
transmitted, for example, emailed, the actual
ticket or a confirmation number that they can use
proceed to their seat and/or re-allocated seat. An
optional graphical display via, for example, GPS,
as discussed above may be used to guide the patron
10 to the new location upon acceptance, as well as to
help the patron decide whether to purchase the
ticket and/or upgrade. For example, a graphical
map of the stadium and/or textual description may
be provided to the patron to help the patron
15 decide the quality of the upgrade and whether to
accept.

 In one alternative embodiment, if the
patron that has their ticket re-allocated in
error, e.g., because the patron did not show up to
20 the event based on the predetermined criteria but
the patron was still planning on attending because
they forgot about their seat being re-allocated,
the system can re-allocate seats immediately upon
the checking in of the patron and notify them that
25 their seats have changed because they are late. In

this situation, the stadium/venue might decide to further upgrade the patrons because of the mistake.

5 In accordance with one embodiment of the present invention, the process of the present invention specifically reserves seats of the highest or very high rating that are considered preferred, in the event a patron's seat is re-
10 allocated prematurely or erroneously. In this situation, the patron who has had their seat re-allocated because they will likely receive an even better seat as a result of the mistaken (stadium or patron) or premature seat re-allocation.

15

 In another embodiment of the present invention, as patrons are entering the venue or stadium, they are provided advantageously with a map of the stadium so patrons can analyze the
20 potential upgrade to make a decision whether the upgraded seats are sufficiently good or of value to warrant the patron moving and/or paying for the additional upgrade. By handing the patron the map of the stadium, the process of the the present

invention is not required to transmit a detailed schematic to the patron's wireless device which would not normally be able to effectively permit the patron to evaluate the proposed upgrade seats.

5 The map that is handed out may optionally include information for patrons on where to register for the upgrade and/or additional advertisement opportunities.

10 In one alternative embodiment, the patron that has purchased the ticket, for example, a season ticket holder, may advise the stadium that for a particular game, set of games or all games, they do not want their seats to be re-allocated,
15 and perhaps, an additional fee is assessed for this type of patron. If the stadium provides the ability for the patron to selectively opt out of the seat re-allocation, the patron can, for example, connect to the system via the Internet,
20 public switched telephone network, cellular network, and the like, and notify the system that they do not want their ticket re-allocated, for example, because they are coming late to the event. Other means of notifying the system and/or

other reasons may be utilized in connection with the present invention.

5 In another alternative embodiment, the system provides patrons the ability to individually select when their tickets may be re-allocated. For example, one patron may prefer to only give up their ticket if they are late to the game by 15 minutes, while another patron may be
10 willing to give up their ticket if they have not arrived 15 minutes before the game. In alternative embodiments, the stadium may provide incentives for the patron to have their ticket re-allocated prior to the game because it increases the
15 stadiums chances of re-allocating/re-selling the ticket.

 The present invention has particular
benefits for stadiums that are constantly sold
20 out, but where patrons habitually do not show up. For example, many stadiums are sold out by season ticket holders that do not show up to the game on a regular basis. The present invention permits these tickets to be re-allocated in accordance

with, for example, predetermined algorithms, and provide additional patrons a better experience. In addition, the present invention has the benefit of moving the patrons closer to the action/players, and therefore, the ability to support and/or motivate the players to play well. In additional alternative embodiments, the stadium may provide the original ticket holder a portion of the proceeds as a result of the ticket re-allocation, thereby providing additional incentive to the ticket holder to permit their ticket to be re-allocated (when this is a voluntary program in the stadium). The stadium may then keep a percentage, portion or service fee from the resale and/or re-allocation of the ticket. Of course, the above embodiment may further apply to yet another embodiment where the stadium does not offer the upgrade to patrons sitting in the stadium, but to patrons that, for example, may be in the geographic vicinity of the game but that may not currently have any tickets or that may be willing to purchase the tickets when availability is determined and to travel to the event.

5 In an alternative embodiment, the system
determines priority of re-allocation of seats
based first upon patrons that have seats that may
also be re-allocated. That is, the systems
10 attempts to maximize the number of re-allocations
by prioritizing the re-allocation based upon seats
that may be re-allocated after already being re-
allocated. For example, if front row seats in a
stadium are available to be re-allocated, in this
15 alternative embodiment, patrons that are in the
next closest section for example on the field
level would be upgraded first to those seats.
Then, patrons with less preferred seats, for
example, in the upper deck would be re-allocated
20 to the seats that have now become available from
the patrons that have been upgraded to the front
row. Thus, using this alternative priority scheme,
the present invention maximizes the re-allocation
numbers. Of course, this priority algorithm may be
25 combined with additional factors, for example,
relating to subscriber/patron value. As described
above, additional factors may be utilized in the
algorithm to determine the subscriber or set of
subscribers to offer the upgrade.

25 In alternative embodiments, patrons in the
vicinity of the upgraded and re-allocated patrons

may optionally rate the upgraded patron, for example, for appropriate behavior, wearing of excessively large hats, drunkenness behavior, and the like. These ratings may then be taken into
5 account in the re-allocation algorithm for future upgrades to the patron.

In alternative embodiments, the patrons eligible for the upgrade may be notified using
10 standard email communications over a wireless device, mobile telephone, and/or other standard communication means. For example, standard text-to-voice and/or voice-to-text communications may be used to contact the patron to evaluate whether
15 an upgrade will be accepted and to actually accept the upgrade.

In another embodiment of the invention, as indicated above, when the patron registers for
20 ticket re-allocation and/or purchase, via for example the Internet, the patron may enter payment information at that time. Accordingly, when the patron accepts the ticket re-allocation and/or purchase, the system can automatically charge the

patron without the patron actually submitting/typing, for example, credit card information over a wireless device. The tickets of the present invention may be used to re-allocate patrons that are sitting in the stadium and/or patrons that have already purchased tickets in the vicinity of the stadium but were unable to get seats and/or may be in the vicinity of the stadium but were unable to get seats. Since the present invention re-allocates and/or sells tickets at any time prior to and/or after beginning of game time in accordance with one embodiment, the patron may be in the general vicinity of the stadium to take advantage of this embodiment of the invention or even at any location when being offered upgrades and/or seats well in advance of the game. For example, the present invention can upgrade or sell tickets to patrons well in advance of the game since it advantageously is permitted or has the authority to resell tickets either via ticket holders that do not show up during the game and/or, for example, season ticket holders that have authorized the stadium in advance to resell their tickets based on predetermined criteria, for example, when the season ticket holder notifies

the stadium that they will not be present at next weeks game.

5 In one optional embodiment of the invention, the patron presents the usher with the confirmation number which the usher can enter into a wireless device using a local or private wireless network, or can simply use a walkie talkie or telephone to call the dispatcher to
10 confirm the upgrade and/or new seats using the customer provided confirmation number. The dispatcher will have access to the system to enter the confirmation number to confirm the validity of the upgrade. Alternatively, a patron will retain
15 their old ticket. The patron will give in the old ticket to the usher which is scanned or barcoded by the usher for immediate identification of new seats and used in place of, or in addition to, confirmation number.

20

Of course, the confirmation may optionally be made via customer name with an appropriate identification card or other information. Further, alternative methods may be used to verify

that the confirmation number and/or ticket being
used by the patron is valid. For example, the
patron may be equipped with a printing device
associated with the wireless device or download an
5 actual ticket on line from home prior to the game
for the new ticket or upgrade. Alternatively, the
patron may be equipped with an identifier card,
optionally including a bar code with a unique
identifier relating to the patron's account
10 information and profile that can be scanned for
additional convenience. Alternatively, a wireless
device may be used to securely store this type of
identification and/or account information.

15 In at least one alternative embodiment of
the invention, the patron may comprise optionally
a corporate account that has a number of tickets,
for example, season tickets. In this embodiment,
the corporate account may have associated
20 therewith a plurality of email addresses or other
communication addresses to transmit the seat or
upgrade offer to a number of potential patrons
that may rotate their attendance at the games. In
accordance with this optional embodiment, multiple
25 emails can be stored for a single user/corporate

account, and the system may transmit individual
messages to all email addresses, or may only
transmit messages to individual patrons for
corporate account that individually advise the
5 system that they are associated with a particular
ticket/bar code for a particular game and will
be/are present at a particular game.

In an alternative embodiment, patrons may
enter the stadium and subsequently inform the
10 system that they are present and interested in an
upgrade via a kiosk where the patron can scan a
bar code and enter their customer number to be
eligible for upgrades during the game. The system
is then able to transmit a message to the
15 customer, assuming that the customer has pre-
registered with the system with the appropriate
contact information. Alternatively, or in addition
to individual use of a kiosk(s), the customer
sales office may have a kiosk or additional
20 functionality to enter the customer name and/or
customer account and scan in the bar coded ticket
on the spot to register each patron as they enter
the stadium or venue.

As described above, the patron may be transmitted, for example, emailed, the actual ticket or a confirmation number that they can use proceed to their seat and/or re-allocated seat. An
5 optional graphical display via, for example, GPS, as discussed above may be used to guide the patron to the new location upon acceptance, as well as to help the patron decide whether to purchase the ticket and/or upgrade. For example, a graphical
10 map of the stadium and/or textual description may be provided to the patron upon entry in the stadium to help the patron decide the quality of the upgrade and whether to accept when an offer is received by the patron at a predetermined time.
15 The graphical map may comprise a small booklet with a map of the stadium showing seat locations, and optionally a game schedule.

The present invention has particular
20 benefits for stadiums that are constantly sold out, but where patrons habitually do not show up. For example, many stadiums are sold out by season ticket holders that do not show up to the game on a regular basis. The present invention permits
25 these tickets to be re-allocated in accordance

with, for example, predetermined algorithms, and provides additional patrons a better experience. In addition, the present invention has the benefit of moving the patrons closer to the
5 action/players, and therefore, the ability to support and/or motivate the players to play well. In additional alternative embodiments, the stadium may provide the original ticket holder a portion of the proceeds as a result of the ticket re-
10 allocation, thereby providing additional incentive to the ticket holder to permit their ticket to be re-allocated (when this is a voluntary program in the stadium). The stadium may then keep a percentage, portion or service fee from the resale
15 and/or re-allocation of the ticket. Of course, the above embodiment may further apply to yet another embodiment where the stadium does not offer the upgrade to patrons sitting in the stadium, but to patrons that, for example, may be in the
20 geographic vicinity of the game but that may not currently have any tickets or that may be willing to purchase the tickets when availability is determined and to travel to the event.

In alternative embodiments, patrons in the vicinity of the upgraded and re-allocated patrons may optionally be eligible for a dating or matching service where patrons register and provide profile information to the system and/or through a third service provider dating service. Once the system knows that the patrons will be coming to the game and/or have actually checked in to the stadium, the system can then arrange for the two, four, etc. patrons to meet each other by allocating and/or re-allocating seats to the patrons together. Thus, based on profile information, customer request and availability, the system is able to upgrade or sell tickets to patrons to maximize their chances of meeting someone at the game. This optional feature provides significant potential enjoyment for the patrons participating in this dating or connection program. In accordance with this embodiment, one possible sequence of acceptance steps involves profile matching the two patrons (or groups of patrons) based on predetermined profile information; transmitting a first message to the first patron regarding availability of the second patron and requesting a conditional acceptance form the first patron; transmitting a second

message to the second patron indicating that the
first patron has conditionally accepted and
request the second patron to accept; and when the
second patron accepts before the first patron has
5 rescinded the conditional acceptance, finalizing
the upgrade and/or seat allocation for the first
and second patrons. This embodiment of the
invention is a complete reverse from typical
dating and/or matchmaking services which attempt
10 to develop detailed algorithms for the matching
process because of the significant decision that
exists in determining who to spend valuable time
with. In accordance with the invention, patrons
are already present at the game, and therefore,
15 half or more than half the effort is already done.
The remainder is to actually meet the other person
which can be accomplished with profile criteria,
whether or not the algorithms are very
sophisticated.

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In one embodiment, the patrons that are
being matched have their original seats maintained
and not made available for other upgrades in the
event the matching does not work out early on. In
25 this embodiment, one or both the patrons can

return to their original seat. Hopefully, there will not be a significant argument of who would need to return to their original seat if an upgrade is actually performed. In addition, in
5 accordance with this embodiment, the seats that are selected do not necessarily have to be better seats in the classical sense. That is, seats further away from other ticket holders might be considered preferred when matching two individuals
10 for the first time. Alternatively, couple that would prefer a little more privacy or quieter game might request to be moved to a more isolated area. Alternatively, families with small children might prefer to be moved to a less busy area as well
15 during the game where the children might be able to freely move around. All these scenarios and/or alternatives are possible in view of the present invention. The advantage of performing a match in a public setting is that the patrons do not have
20 to worry about leaving or ending the date, and also do not have to worry that the other person will have their home address.

In an alternative embodiment of the
25 dating/matching service of the present invention,

a dating/matching service is provided to patrons that enter a predetermined location and/or geographic area. The patron can enter physically the location and/or geographic and register, for example, by manually entering data in a computer, transmitting information relating to the registration of the patron via infrared, Bluetooth and/or other technology, and/or automatically register via use of GPS information associated with or used in a wireless device associated with the patron. For example, patrons that enter an establishment can register upon entry that they are now present within the general location of the establishment. Upon registry, the system can implement various matching algorithms currently in use by various matching services in connection with other patrons that have also registered at the same location and/or a location in the general area that the original patron registered.

According to this embodiment, the system advantageously matches individuals that have registered in the same geographic location and/or geographic locations that are in the same general area where the patrons can walk and/or drive to meet each other in the same general time frame,

such as the same evening, same afternoon same day,
and the like.

5 In addition, this feature also optionally
permits the patrons that have participated in the
program to rate one another for future dates. For
example, one patron can rate the conversational
benefits of the second patron, the appearance of
the second patron, the overall short term versus
10 long terms relationship goals of the patron, and
the like. These ratings may then be taken into
account in the algorithm for future seat
assignments, re-allocations and/or upgrades in the
future for the first and second patrons, and all
15 other patrons will now benefit with the additional
profile information of the first and second
patrons. The matching service may be for amusement
or work related networking purposes, for example,
to meet an executive that the patron currently
20 works with or wishes to work with/sell in the
future.

 In an alternative embodiment of the
dating/matching service of the present invention,

a dating/matching service is provided to patrons that enter a predetermined location and/or geographic area. The patron can enter physically the location and/or geographic and register, for example, by manually entering data in a computer, transmitting information relating to the registration of the patron via infrared, Bluetooth and/or other technology, and/or automatically register via use of GPS information associated with or used in a wireless device associated with the patron. For example, patrons that enter an establishment can register upon entry that they are now present within the general location of the establishment. Upon registry, the system can implement various matching algorithms currently in use by various matching services in connection with other patrons that have also registered at the same location and/or a location in the general area that the original patron registered.

According to this embodiment, the system advantageously matches individuals that have registered in the same geographic location and/or geographic locations that are in the same general area where the patrons can walk and/or drive to meet each other in the same general time frame, such as the same evening, same afternoon same day,

and the like. In addition, the system advantageously and optionally provides the feature of allowing patrons to text message one another directly, and/or exchange pictures via wireless email, text messaging, and other wireless devices that provide the standard capability of exchanging pictures, such as T Mobile and/or Sprint.

In alternative embodiments, the ticket holder can call in via a voice to text message, text message and/or email and let the stadium know early that they are not coming. In this manner the ticket holder obtains the convenience of the stadium or venue reselling their tickets in advance, thereby providing the venue with additional time to maximize the resale of the ticket.

In alternative embodiments, when the patron enters the stadium, they have their ticket barcoded or other device that detects their presence can be used such as infrared, Bluetooth, etc., and then they can become eligible for an upgrade. The patron can register in advance that

they want to receive upgrades by providing their name, message address, e.g., email, telephone text message address, etc., and optionally their credit card or other payment mechanism for upgrades that actually cost money as opposed to free upgrades. In alternative embodiments, the patron can register at the ticket booth when purchasing their original ticket. In this scenario, the stadium representative can enter this information on behalf of, and with the permission of, the patron since the patron may already be providing their credit card, debit card, etc. to purchase the original tickets. Alternatively or in addition, a kiosk may be provided where the patron can enter their original ticket, e.g., scan in their original ticket and provide their name and text message information in the stadium to register for a one time upgrade for the game after purchasing, for example, a regular admission ticket.

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In alternative embodiments, an usher can verify that the patron should be upgraded by the patron providing the confirmation number that may be transmitted in real-time by the system, and/or by the patron using their original confirmation

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number or original ticket with barcode or other
identification means, such as a smart card,
infrared reader, etc. that represents original
ticket and presenting same to the user. The usher
5 then needs only to scan in the original ticket and
the system will verify whether the patron
associated with the original ticket is valid and
whether the upgrade is valid.

10 In alternative embodiments, a warning
message may be sent to the ticket holder that has
not shown up to game warning them that if they do
not respond within a certain time period that
their seat will be re-allocated or re-assigned to
15 another patron. Similarly, a release message may
be sent to the ticket holder after their seat has
actually been released and/or re-allocated,
thereby notifying the patron that if they change
their mind in attending the game, they will have
20 to obtain an additional ticket. In alternative
embodiments, the ticket holder that has their seat
released and re-allocated can be themselves re-
allocated a similar, worse or better seat,
depending on, for example, their subscriber value
25 and/or other criteria. For example, if the patron

is provided a better seat, this will encourage them to more readily give up their seats in the future even if they are attending the game. On the other hand, if the patron is provided a worse
5 seat, then this encourages them not to artificially give up or have their seat released when attending the game. Accordingly, the present invention is designed to deal with various behavioral patterns of specific ticket holders,
10 and may optionally and advantageously be a ticket holder specific with respect to various criteria for re-assigning, releasing, selling and/or re-allocating tickets.

15 In alternative embodiments, the system transmits to the ticket holder a welcome message after being upgraded and after having being moved to a new upgraded seat location. In one embodiment, the system identifies that the patron
20 has been successfully upgraded after the patron provides the usher with a confirmation number or original ticket, which is then verified by the usher and system.

In alternative embodiments, the system, after having identified which patrons have checked into the stadium and/or have been upgraded, transmits a trivia question and/or additional
5 advertisements to all patrons attending the game. In alternative embodiments, the information is transmitted to both patrons that are attending the game and additional patrons that have registered in the past to receive information but that are
10 not attending the game. The participants can, for example, answer trivia questions and respond with their wireless device. Depending on whether the patron is attending the game or not, the system may determine to offer or deal with each of the
15 patrons differently. For example, for patrons at the game, winners may be successively determined and narrowed, as patrons successfully and unsuccessfully answer questions, round after round of questions in a "spelling bee" format. For
20 patrons that are not attending the game, winners may be declared, or statistics provided to the broadcast station that can be aired on television. In yet additional alternative embodiments, instead of transmitting information/questions to the
25 patrons via the wireless device, the information/questions are displayed on the stadium

billboard for patrons at the game and/or on
television for patrons that are watching the game
on television. The patron can then merely respond
via the device, e.g., the telephone accordingly
5 via a voice-to-text system or via other mobile
devices via text messaging.

In alternative embodiments, the
present invention provides the advantage of
10 additional advertising sponsorship to the venue.
For example, in one embodiment, the venue is
partitioned into different locations that may be
assigned to different sponsors. In one embodiment,
the sponsor that provides the most value may be
15 assigned a certain number of premium seats that
are not available to other sponsors.

For example, the sponsor may offer a
discount on the upgrade if you are a Verizon or
20 Verizon Wireless customer or they credit your cell
account for each seat upgrade or you get say 30
free minutes, etc. In alternative embodiments, the
present invention provides the advantage of one
wireless provider to advertise on another wireless
25 providers mobile phone or wireless device. For
example, if Verizon Wireless is a sponsor of the

upgrade system for a particular stadium, the present invention will still work with, for example, AT&T, SPRINT, and CINGULAR customers. An advertisement message sent with the upgrade offer may read on the AT&T phone, "brought to you by Verizon Wireless." In an alternative embodiment of the present invention, text messaging is optionally used for mobile phones to perform the message communication of the present invention. The user is only required, in one embodiment, to reply or respond with a "Yes" to accept the upgrade offer since the user has advantageously pre-registered with the system, thereby minimizing the required communication/input by the user. In an alternative embodiment, the user, instead of pre-registering with the system, is charged on their wireless or even regular telephone number bill when they accept the upgrade offer. Thus, the wireless system that either administers the user's regular or wireless account or the upgrade sponsor may be responsible for actually billing the customer in this alternative embodiment.

In the alternative embodiment when text messaging is optionally used alone or in combination with other communication methods, the

system provides the additional advantage of maximizing bandwidth usage by not requiring use of bandwidth on the wireless voice system, thereby maximizing system resources.

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In another alternative embodiment, the present invention optionally and advantageously provides a security and/or safety feature in the event of, for example, a minor event where a parent gets separated from a child, a disaster or other event that might require evacuation of the stadium. In one embodiment, the person needing help provides their name to an attendant that can search the system for the contact information of their companion/parent. The system can thereafter send an email and/or text message to the companion/parent regarding the status of that person and provide instructions for meeting that person or arranging help, authorizing medical procedures, and the like. In another embodiment, the person requiring help, e.g., a child provides the attendant or kiosk with their ticket which can, e.g., scan the bar code or other reader system. The system can either automatically provide a text message to the parent who can then

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reply to the child/attendant via the kiosk to meet the child.

5 Alternatively, the parent can be
instructed to meet the child at a predetermined
location, and to stop looking for the child
because the child was found. Thus, for this
example, the person who is lost or separated from
their party can notify security or access a kiosk.
10 Security can, for example, notify the parent that
child is in safe custody, and should not search
the stadium, and therefore, meet outside stadium
in a pre-specified safe place.

15

 In an alternative embodiment, if a
child/person is separated, the security
guard/kiosk can arrange the best place to meet,
either in or outside the stadium, together based
20 on an optional global positioning system (GPS). In
addition, the party with the mobile device can be
provided directions on where to go to meet their
party from who they have been separated.

25 In an alternative embodiment, the present
invention may also be used in a security, defense

and/or safety setting to direct patrons in a stadium for an orderly evacuation or notify patrons regarding status of a safety related event via, for example, a broadcast message including text message, email and the like. In this manner, system communication resources may be most efficiently utilized by not over-utilizing the system via voice communication, unless completely necessary. For example, the message can be broadcast in the event of an impending hurricane. In this situation, patrons in different sections get different messages, for example, to exit the stadium out of gates/exits that are either less occupied or closest to the section the patrons are sitting in. Advantageously, the present invention has the patrons contact information, including optionally and advantageously text messaging, that can be broadcast or sent to different patrons. The advantage of text messaging is that the bandwidth is more efficiently used in the event of an emergency, and there are no busy signals as in a voice network. Further, the message is send, and if the network is at capacity, the system can automatically resend or the message will be placed in queue and sent as soon as capacity becomes available.

5 In another alternative embodiment of the invention, the security bracelets of the present invention can be required to be displayed and read on exit from a venue when a parent has reported that a child has been separated. In this event, all patrons are checked when they exit the stadium. The parent can report the specific seat that the child was sitting in, and then on exit,
10 all patrons are checked. If the specific seat appears or if a child attempts to leave without scanning or presenting their bracelet, then that child can be taken into custody until their parent arrives, thereby possibly preventing abduction.

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For instance, in sporting venues the bracelet ticket includes the machine readable information that comprises at least one of a bar code and radio frequency identifier used for
20 security check in, and optionally check out. In this manner, the standard reading machines that can scan the bar code or RFID information can keep track of people that have checked into the sporting event and/or venue. Advantageously, the
25 machine readable information on the bracelet can also be used by the venue in the event the patrons

seat assignment is modified, for example, via an electronic ticket exchange or upgrade program. In this embodiment, the visible indicia are no longer valid for the actual seating that may be

5 dynamically changed and only represents optionally an initial seat assignment. However, the machine readable information may be used as a code to reference the specific patron and assign that patron a new seat. Thus, when the ticket reader

10 scans the ticket and actually identifies, for example, the bar code, this information can be used to reference the patron, update and/or confirm the patron's current seat via the reader used, for example, by ushers in the venue, kiosk,

15 entrance to the venue, and the like.

In an alternative embodiment, the security bracelets of the present invention can be required to be displayed and read on exit from a venue when

20 a parent has reported that a child has been separated. In this event, all patrons are checked when they exit the stadium. The parent can report the specific seat that the child was sitting in, and then on exit, all patrons are checked. If the

25 specific seat appears or if a child attempts to leave without scanning or presenting their

bracelet, then that child can be taken into custody until their parent arrives, thereby possibly preventing abduction. This information, as previously mentioned, may be visually
5 cognizable for the patron and in combination, readable by electronic means if the bracelet includes a magnetic strip, bar code imprinting, or RF chip.

10 In an alternative embodiment of the present invention, the security bracelet and ticket combination of the present invention advantageously includes a bar code or other machine readable information such as a RFID
15 device. When, for example, a child is separated from their parent, the parent can notify security and the seat number associated with the child. If the child attempts to leave with their bar code/identifier, the system detects the bar
20 code/identifier as either being valid and identifying the child that is missing or being invalid and raising another red flag. In an alternative embodiment, the bar codes/identifiers associated between children and adults correspond
25 such that the child identifier must be within a predetermined time and/or number of checking out

identifiers from/within the adult identifier. If this does not occur, the system determines that the child is leaving without their parent, and possibly being abducted.

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In an alternative embodiment, the system links one or more tickets/identifiers together and requires the tickets/identifiers to exit the venue or event within a predetermined time period from one another and/or within a predetermined number of tickets/identifiers that have exited the venue and/or event. In the event that one ticket/identifier exits the venue or event and the associated identifier does not, then an alarm or other indicator occurs, and the attendants will detain the patrons that have initiated the alarm to for security purposes.

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In an alternative embodiment, the tickets are advantageously coded with designations such as adult, child and the like. In the event a child ticket/identifier exits the stadium before the associated adult and/or more that a predetermined time period and/or number of patrons exiting, the

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system can initiate an alarm so that an attendant can determine if a child has exited the venue or event without their parent or with a wrong parent potentially averting a kidnapping. In this
5 embodiment, an additional combination is the use of the standard fast pass feature, for example, at theme parks, and the like, where the venue records predetermined events that the user of the card enters in a faster line. In this embodiment, if a
10 child ticket/identifier is not associated with a parent ticket/identifier, for example, as described above, the child may be denied entry into the event or venue if not accompanied by their parent. In alternative embodiments, the
15 venue/event sponsor or organizer associates tickets upon request from the patron. In addition, in another alternative embodiment, a kiosk is provided inside and/or outside the venue for, for example, parents to register their tickets and
20 have them associated with their children's tickets to prevent the child from exiting the venue without them, for example, as described above.

In an alternative embodiment of the present
25 invention, the system and method are adapted to

utilize any type of wireless device with different interface and communication options. For example, different wireless devices have different constraints with respect to the interface, e.g.,
5 number of characters, how the subject and body of the messages are used/communicated, etc.
Accordingly, the present invention optionally provides a protocol conversion system depending on the type of wireless device and the wireless
10 device constraints, including message constraints and/or the wireless communication system. In alternative embodiments, the system determines the wireless device provider based on the address received from the wireless device, and is able to
15 automatically determine the type of message and/or message constraints and transmission constraints associated therewith based for example, on real-time information or on pre-determined stored information on the device and/or communication
20 system. Accordingly, a protocol conversion system for different wireless devices is provided by the present invention for sending and/or receiving messages, such as upgrade offers, responses, acceptances, and the like, from a variety of
25 different users/mobile devices and wireless systems.

5 In another alternative embodiment of the present invention, a security bracelet is advantageously utilized, for example, such as the security bracelet disclosed in U.S. application
10 number 10/680,207, filed on October 8, 2003, to Abraham I. Reifer, et al., and incorporated herein by reference, in the event of a reported event, security breach, abduction, and the like. In this embodiment, all patrons exiting the stadium must
15 show their ticket and/or identifier so that the venue can check all patrons out of the stadium. Thus, for example, if two kidnappers come in the stadium, and want to use one bracelet for a child, the second kidnapper will be stranded in the
20 stadium. In addition, if one kidnapper buys two tickets, then upon exit with the child and the additional ticket, a barcode/identifier will be exiting without ever having checked in, and then the alarm will go off as well.

20

In another alternative embodiment, the present invention provides a broadcast message to warn patrons of an event, such as an advertisement, sale and/or even a weather related event such as a
25 hurricane that might require the venue to be evacuated. Advantageously, in at least one

embodiment, the broadcast message comprises standard text messaging that optimizes or better utilizes capacity form the communication system. Thus, when using text messaging capabilities, the
5 present invention efficiently transmits text messages to numerous subscribers regarding, for example, exit information, contacting and/or meeting additional parties that have been separated, and the like.

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In an alternative embodiment of the present invention, the present invention optionally provides the capability to penetrate into secondary market with season ticket holders
15 selling ahead of time the games they will not be attending. For example, the present invention optionally provides the feature for the season ticket holder and/or general ticket purchaser the ability to view in advance of the season and/or
20 game the schedule, and to alert the venue and/or stadium of games and/or events they will not be attending, thereby permitting the stadium/venue to attempt to resell the tickets to other patrons. For example, in one embodiment of the invention,
25 the patron is provided with a monthly schedule listing the events that may be attended. The

patron, such as a season ticket holder, may then click or place an indicator on all games they will not be attending for the season in advance, thereby providing the stadium with the ability to resell tickets well in advance of the event. Once the patron completes identifying games that will not be attended, the system then compiles a list and transmits the list to the patron for an optional confirmation. This list is then used by the system to release seats well in advance of the game. In an alternative embodiment of the invention, registered users of the system for, for example, upgrades, may also be notified of seat availability for sales prior to the game/event. In an alternative of this embodiment, registered users may receive text messages, emails, and the like, notifying them advantageously of the availability of seats that heretofore have never been easily available to the public for sale, thereby allowing the venue to participate in secondary market ticket sales.

In one alternative embodiment of the present invention, the system/process of the present invention provides or operates as a middle person/broker between the ticket holder that is

returning tickets to the venue, such as the season
ticket holder, and a ticket sales system and/or
company, such as tickets.com, by notifying the
tickets company of the newly available seats via
5 notification by the ticket holder, such as the
season ticket holder of season ticket games not
being attended.

10 In one alternative embodiment of the
invention, the system and/or process transmits
text messages, emails and the like, to offer
tickets and/or seats and/or admittance to
subscribers for events and/or games with empty
seats even before game. Thus, the present
15 invention allows the venue to participate in the
secondary ticket sales market and the upgrade
market, thereby increasing revenue and fan
loyalty.

20 Of course, all of the embodiments of the
present invention may be used for any reserved
seating event, and/or venue that require tickets
for entry thereof.

25 In another alternative embodiment of the
present invention, the use of machine readable

identifiers provides advantages for, for example, the upgrade program or ticket exchange of the present invention. For example, when the upgrade, re-allocation and/or electronic ticket is issued, the machine readable identifier, for example, the bar code, on the original ticket is invalidated, thereby preventing use of the invalidated ticket. Accordingly, when a new ticket holder purchases the ticket from the season ticket holder, the new purchaser will be issued a new machine readable identifier, and optionally a new paper ticket. The present invention advantageously is able to handle the issuance of a new ticket and invalidates the old ticket and optionally the old identifier that has, for example, been returned by the season ticket holder, thereby providing dynamic ticketing capability.

In an alternative embodiment of the present invention, the new patron obtains a new identifier such as a barcode, the old bar code of, for example, the season ticket holder is invalidated. In one embodiment of the invention, season ticket holders are offered to opt in the upgrade process. Various commercial incentives are possible for the season ticket holder to opt in

the upgrade process, such as monetary compensation when their ticket is used for an upgrade and/or resold whether they express their intention not to go to the game prior to the game, and the like.

5 Alternatively, season ticket holders may be offered that the cost of their season tickets will, for example, remain the same as the previous year or be reduced if they participate in the program. Therefore, the combination season ticket
10 trade-in and upgrade program in one embodiment of the invention will be beneficial to season ticket holders by allowing them to trade when they already know that they have no intention of attending a game, and allow the season ticket
15 holder to recoup some cost of the season tickets if they do not attend and their ticket is used as an upgrade. In addition, additional patrons of the event and/or sports team are permitted to attend the game in locations/seats that they might never
20 have been able to obtain access to. Further, the venue/stadium/team maximize revenues by being able to place tickets on the secondary market when the ticket holder notifies the venue early enough that they are not attending the event, the venue also
25 obtains additional revenue from upgrades when

tickets are upgraded, and the venue obtains additional fan loyalty.

5 In another embodiment of the present invention, the system provides the ability to advertise via email, text messaging, and the like, for one wireless carrier on the wireless device that is using another wireless carrier. Since the user of the wireless device has requested the service, the user appropriately receives the communication from the ticketing system of the present invention, and therefore, also appropriately received the advertisement from the wireless carrier that is different than the wireless carrier that the user of the wireless may be using at that time.

20 In another alternative embodiment of the present invention, offers to purchase seats either during the game or even well in advance of the game are "pushed" or transmitted out to registered users that have supplied their wireless and/or Internet addresses. For example, patrons can register in advance for the upgrade and/or regular ticket offers to purchase admittance via various methods including the Internet. When seats band/or

admittance becomes available, a broadcast message or other standard messages may be transmitted to the registered patrons to notify them of the seat availability. Thus, seat offers are "pushed" to registered users that have requested this service advantageously to a wireless device and/or other address including standard telephone communication, as well as additional optional advertisements. The system, in one alternative embodiment, provides the user the option when registering to accept certain types of advertisements to be received on their wireless device via email and/or text messaging. In other embodiments, the user does not have the option of which advertisements to receive.

Advantageously, in accordance with one alternative embodiment of the present invention, if a patron decides to attend an event such as a sporting event when the patron does not have time to wait to receive paper tickets (e.g., the patron is visiting in another city/location and does not have time to wait to receive tickets via mail and is on the go), the system of the present invention transmits a ticket to the patron via, for example, a wireless communication system and/or other

standard electronic communication system such as the Internet, and the patron can present their ticket, for example, on their wireless device and show up to game.

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In another embodiment of the present invention, an interactive patron entertainment system is provided where trivia questions, for example multiple choice questions on a variety of topics, are sent to the patron via email and/or text messaging and/or displayed on the scoreboard with an address to respond, such as trivia@utixx.com. Patrons then text message and/or email and/or answer questions via voice-to-text messaging their answers. The system can then display the overall number of answers that are correct and incorrect, display bar graphs and the like to the event patrons by displaying on a display, such as the scoreboard of a sporting event. The system then identifies the patrons that have correctly answered the question and can then send new questions to be answered just to the previously correct patrons, thereby further narrowing the group of patrons. Successive questions can be sent, including questions that are not multiple choice and that require actual

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text to be entered via standard wireless device
interfaces, and patrons are successively
eliminated until a single or sub-set of patrons
are determined to be the winners. Advantageously,
5 the present invention provides entertainment to
the patrons at the event by optionally providing
successive questions throughout an event. In
another alternative embodiment, simultaneously
with the questions to the patrons present at the
10 event, the present invention is also capable of
sending the questions to patrons that have
registered with the system, but are not at the
event, for example, at home watching on the
television or simply not currently involved in the
15 game. The present invention is able to transmit
the same and/or different questions to those
registered users as well. Further, in another
alternative embodiment of the present invention,
viewers watching the television, for example the
20 same event that patrons are attending, may be
presented with the same and/or different questions
as well as an address and/or telephone number to
call and provide their answer which they can
compete with patrons at the event or can be used
25 to provide a separate comparison of the answers
and/or separate winners to the contest. In this

embodiment, for example, questions may be displayed on the television, Internet website, and the like, during the event, and viewers watching the television may respond to the questions as
5 described above. The system can optionally compare the percentage of correct answers between the television viewers and the patrons at the event, and/or provide separate awards or a single award to the winners from the pool of
10 television/Internet viewers and/or patrons in the event.

In another alternative embodiment of the present invention, the system uses a seat database
15 to determine which of the reserved seats are currently in use. The system may integrate with the seat database system of a venue and/or stadium or optionally be used in parallel with the seat venue/stadium database. For example, prior to the
20 event, the system may utilize the seat database of the venue to determine available seating and patrons that do not show up after a predetermined period of time. Alternatively, the present
invention can operate using a separate database
25 from the event/venue by copying or building a separate database used for the ticketing and/or

upgrading according to the present invention. In this alternative, as patrons enter the venue, they are checked in directly to this separate database. At the time of the event, the system will be able
5 to check-in patrons using either the identification system, e.g., bar code scanner, of the event or venue, or provide a separate identification system.

10 In alternative embodiments of the invention, the patron that knows they are attending the game but is going to be late can send in a HOLD message even prior to being provided a warning message that their seats are to
15 be released if the patron does not respond to the message with the HOLD request. That is, in this embodiment, since the patron already knows well in advance that they are attending the game, but perhaps stuck in traffic, the patron can initiate
20 the HOLD message before even being warned in advance of the possibility of their seat being released.

In another alternative embodiment, patrons
25 that have registered with the system and optionally checked into the stadium and/or venue

in advance and who also know that they would like
an upgrade and/or ticket, may initiate their own
upgrade request to the system to notify the system
of their willingness to purchase an upgrade and/or
5 new ticket for the event/venue. The system may
then place these patrons on a higher priority
since they have already expressed an intent
and/or willingness to purchase the upgrade or
ticket. The patron may notify the event and/or
10 stadium of their willingness optionally well in
advance of the game or near/after game time at a
time which the patron commits or expresses an
additional heightened desire to upgrade and/or
purchase a ticket.

15

In alternative embodiments, the system
includes the advantage of allowing patrons to
register free for a predetermined period of time,
for example, for the first year, without paying a
yearly subscriber fee. Alternatively and/or in
20 addition thereto, the system provides the patron
with their first upgrade for free or for a reduced
rate to further encourage the patron to register
with the system and method of the present
25 invention. Alternatively and/or in addition
thereto, the system of the present invention

5 offers the patron reduced and/or free concessions
when purchasing a membership, ticket and/or
upgrade to further encourage the patron to
participate in the offers of the present
invention.

10 In alternative embodiments of the present
invention, the matching system and/or process,
permits participants in the program to initiate a
message to the system with the seat location
and/or name of the patron that they would like to
be matched with for a meeting, networking and/or
socializing such as a date. In this embodiment,
the system may the push the message to the other
15 subscriber and assign new seats to the individuals
that are to be matched. Alternatively, the system
Need not require a specific confirmation that the
second individual to be notified of the potential
match is physically located near the first
20 individual, but can rely on the first individual
to provide that information. For example, the
first individual may see a potential date in a
restaurant, and may then send a message to the
system with that person's name or address, that
25 they would like to meet that other individual. In
that situation, the second individual will receive

a message of the possible match, and can respond and accept or reject the offer to meet. The second individual can then provide a meeting destination or the system can suggest a meeting place based on the first individual advising the system of their location, and the location of the second individual.

In another embodiment of the present invention, an interactive patron entertainment system is provided where trivia questions, for example multiple choice questions on a variety of topics, are sent to the patron via email and/or text messaging and/or displayed on the scoreboard with an address to respond, such as trivia@utixx.com. Advantageously, the multiple choice questions each have unique selections, such as a1, b1, c1 and d1 for question #1; a2, b2, c2, and d2 for question #2; a3, b3, c3 and d3 for question #3, and the like. In this embodiment, the actual timing of questions is not necessary since each question and answer is unique. Therefore, the speed of responding to the question is immaterial to the winner of the contest and/or correct answer. Also, in the event one patron answers the question late, there will be no

confusion which question the patron is submitting
an answer for. Patrons text message and/or email
and/or answer questions via voice-to-text
messaging their answers as indicated above using
5 the unique set of answers, in one embodiment. In
alternative embodiments, the first predetermined
number of patrons that answer the question
correctly are considered the winners.

10 The system can then display the overall
number of answers that are correct and incorrect,
e.g., a1 50%, b1 28%, c1 12% and d1 10%, and
display bar graphs and the like to the event
patrons by displaying on a display, such as the
15 scoreboard of a sporting event. The system then
identifies the patrons that have correctly
answered the question and can then send new
questions to be answered just to the previously
correct patrons, thereby further narrowing the
20 group of patrons. Successive questions can be
sent, including questions that are not multiple
choice and that require actual text to be entered
via standard wireless device interfaces, and
patrons are successively eliminated until a single
25 or sub-set of patrons are determined to be the
winners. Advantageously, the present invention

provides entertainment to the patrons at the event
by optionally providing successive questions
throughout an event. In another alternative
embodiment, simultaneously with the questions to
5 the patrons present at the event, the present
invention is also capable of sending the questions
to patrons that have registered with the system,
but are not at the event, for example, at home
watching on the television or simply not currently
10 involved in the game. The present invention is
able to transmit the same and/or different
questions to those registered users as well.
Further, in another alternative embodiment of the
present invention, viewers watching the
15 television, for example the same event that
patrons are attending, may be presented with the
same and/or different questions as well as an
address and/or telephone number to call and
provide their answer which they can compete with
20 patrons at the event or can be used to provide a
separate comparison of the answers and/or separate
winners to the contest. In this embodiment, for
example, questions may be displayed on the
television, Internet website, and the like, during
25 the event, and viewers watching the television may
respond to the questions as described above. The

system can optionally compare the percentage of
correct answers between the television viewers and
the patrons at the event, and/or provide separate
awards or a single award to the winners from the
5 pool of television/Internet viewers and/or patrons
in the event.

As discussed above, one or more of the
above alternative embodiments may be incorporated
10 into the embodiments described above, and/or any
of the embodiments discussed below. Furthermore,
any of the embodiments of the present invention
may be used for any reserved seating event.

15 FIG. 31 is a flowchart of a ninth
embodiment of the invention. In FIG. 31, the
process begins by enrolling members in the program
that are interested in the ticket upgrade.
Tickets are checked in, for example, as the
20 patrons enter the reserved seating area, such as a
stadium or theater, through, for example, bar code
readers, scanners, infrared readers, and/or
manually or other method where the patron is
checked in, either at the gate, seat or other
25 location. An optional separate check in area is

provided for patrons that want to participate in the upgrade program. For example, patrons can optionally check in a predetermined time before the event through a wireless device, Internet connection, manual or voice recognition telephone, or other manner. The important point is to provide a standard manner for allowing patrons to check in, and if the patron fails to check in using a predetermined procedure, to allow that seat to be provided to another willing patron in accordance with a process to be described below. Currently, such a process is impossible and unthinkable in view of the difficulty reserved seating events have in simply getting the patrons seated prior to the beginning of the event. The present invention represents a revolutionary process to enhance event enjoyment, earn patron loyalty and optionally provide additional revenues to the theater/stadium or optionally other patrons with the desirable ticket.

The check in procedure continues for a predetermined period of time until a predetermined time period has expired, for example, 5 minutes before the event begins, 10 minutes after the

event begins, after a predetermined event, such as the second act of a play, and the like. Once the predetermined time period or event has been completed, the check in procedure may be
5 considered completed to begin the seat re-allocation process. To begin the seat re-allocation process, a re-allocation algorithm is used to re-assign seats for patrons that are willing or interested in different or better
10 seats. Such re-allocation processes or algorithms may include a random process, a process where priority patrons are given priority for re-assignment of seat, a process where patrons are willing to pay additional for the re-assignment to
15 either the theater or the individual patron whose seat is being provided to another patron, frequent event patrons, season ticket patrons, a standard bidding process, or other predetermined process.

20 An optional polling process to poll existing members and non-members in seats to whether additional seats are available. That is, in another optional embodiment of the present invention, non-members may also make their seats
25 available for re-allocation/re-sale at any point

in the process. In this additional polling
process, the next step is to determine whether
additional seats have been made available. If
additional seats have been made available, then
5 these additional seats are added to the list of
available seats.

If the patron that is identified by the
re-allocation process is determined to be present
10 in the theater, for example, via mobile telephone,
wireless device, and/or manual verification, an
optional sub-process determines whether the
patron's optional profile is also satisfied with
the available seating. If the optional subscriber
15 profile is not satisfied, then the re-allocation
process searches for another possible patron. If
the optional profile sub-process is satisfied,
then the eligible patron is notified via one or
more means, such as announcement, manually,
20 wireless device, mobile telephone, bulletin board,
and/or other means. The patron is then notified
and presented with the option of moving for free,
use of award points, additional money to the
theater and/or patron to whose seat is being
25 provided, or other predetermined criteria to

obtain the seat. The patron, of course has the option to decline, and if so, the process continues and returns to the re-allocation process to attempt to locate another possible patron.

5

If no confirmation is received from the patron for a predetermined period of time, the re-allocation process continues to wait until the predetermined period of time has expired. Once
10 the predetermined period of time has expired and there is no response received from the patron provided with the option of changing their seat, the patron is cleared or removed from the eligible list, and the seat is considered or assigned empty
15 status for the re-allocation algorithm to be again implemented.

If the patron accepts and a confirmation is received, payment of money or other means may
20 be effectuated on the spot via the wireless device, credit card, debit card, points, and the like, and the patron may now move to the other seat. The patron's seat may then optionally be made available as an empty seat to the re-

allocation process. If a predetermined period of time has not expired, then the re-allocation process may be run again to optionally continuously re-allocate seats. The patron may optionally store the up-graded ticket on a wireless device for proof of entrance to the better seating area. Optionally, the seat and/or row and/or section, includes a separate reader device to receive optionally the original ticket that is now re-allocated to a better seat, or a new ticket that may optionally be received by the patron via the wireless device and/or manually via a worker in the theater or stadium.

Of course, the re-allocation algorithm does not have to be run or implemented one patron at a time, but may be run to re-allocate or re-assign a plurality of patrons. If one patron or higher priority patron does not accept, then the next already generated patron may be queried to determine whether the next patron desires the seat re-allocation. Further, the system optionally downloads instructions on how to get to the new location, and can provide step-by-step instructions using an optional standard global

positioning system (GPS) incorporated in, or as a separate accessory to, the wireless device.

5 In accordance with the invention, as indicated above, when the patron registers for ticket re-allocation and/or purchase, via for example the Internet, the patron may enter payment information at that time. Accordingly, when the patron accepts the ticket re-allocation and/or
10 purchase, the system can automatically charge the patron without the patron actually submitting/typing, for example, credit card information over a wireless device. The tickets of the present invention may be used to re-allocate
15 patrons that are sitting in the stadium and/or patrons that may be in the vicinity of the stadium but were unable to get seats. Since the present invention re-allocates and/or sells tickets very near to game time in accordance with one
20 embodiment, the patron must be in the general vicinity of the stadium to take advantage of this embodiment of the invention.

As described above, the patron may be transmitted, for example, emailed, the actual ticket or a confirmation number that they can use proceed to their seat and/or re-allocated seat. An
5 optional graphical display via, for example, GPS, as discussed above may be used to guide the patron to the new location upon acceptance, as well as to help the patron decide whether to purchase the ticket and/or upgrade. For example, a graphical
10 map of the stadium and/or textual description may be provided to the patron to help the patron decide the quality of the upgrade and whether to accept.

In one alternative embodiment, if the
15 patron that has their ticket re-allocated in error, e.g., because the patron did not show up to the event based on the predetermined criteria but the patron was still planning on attending because they forgot about their seat being re-allocated,
20 the system can re-allocate seats immediately upon the checking in of the patron and notify them that their seats have changed because they are late. In this situation, the stadium/venue might decide to further upgrade the patrons because of the
25 mistake.

5 In accordance with one embodiment of the present invention, the process of the present invention specifically reserves seats of the highest or very high rating that are considered preferred, in the event a patron's seat is re-allocated prematurely or erroneously. In this situation, the patron who has had their seat re-allocated because they will likely receive an even better seat as a result of the mistaken (stadium or patron) or premature seat re-allocation.

15 In another embodiment of the present invention, as patrons are entering the venue or stadium, they are provided advantageously with a map of the stadium so patrons can analyze the potential upgrade to make a decision whether the upgraded seats are sufficiently good or of value to warrant the patron moving and/or paying for the additional upgrade. By handing the patron the map of the stadium, the process of the the present invention is not required to transmit a detailed schematic to the patron's wireless device which would not normally be able to effectively permit the patron to evaluate the proposed upgrade seats.

The map that is handed out may optionally include information for patrons on where to register for the upgrade and/or additional advertisement opportunities.

5

In one alternative embodiment, the patron that has purchased the ticket, for example, a season ticket holder, may advise the stadium that for a particular game, set of games or all games, they do not want their seats to be re-allocated, and perhaps, an additional fee is assessed for this type of patron. If the stadium provides the ability for the patron to selectively opt out of the seat re-allocation, the patron can, for example, connect to the system via the Internet, public switched telephone network, cellular network, and the like, and notify the system that they do not want their ticket re-allocated, for example, because they are coming late to the event. Other means of notifying the system and/or other reasons may be utilized in connection with the present invention.

10

15

20

In another alternative embodiment, the system provides patrons the ability to individually select when their tickets may be re-allocated. For example, one patron may prefer to
5 only give up their ticket if they are late to the game by 15 minutes, while another patron may be willing to give up their ticket if they have not arrived 15 minutes before the game. In alternative
10 embodiments, the stadium may provide incentives for the patron to have their ticket re-allocated prior to the game because it increases the stadiums chances of re-allocating/re-selling the ticket.

15 The present invention has particular benefits for stadiums that are constantly sold out, but where patrons habitually do not show up. For example, many stadiums are sold out by season ticket holders that do not show up to the game on
20 a regular basis. The present invention permits these tickets to be re-allocated in accordance with, for example, predetermined algorithms, and provide additional patrons a better experience. In addition, the present invention has the benefit of
25 moving the patrons closer to the action/players,

and therefore, the ability to support and/or motivate the players to play well. In additional alternative embodiments, the stadium may provide the original ticket holder a portion of the
5 proceeds as a result of the ticket re-allocation, thereby providing additional incentive to the ticket holder to permit their ticket to be re-allocated (when this is a voluntary program in the stadium). The stadium may then keep a percentage,
10 portion or service fee from the resale and/or re-allocation of the ticket. Of course, the above embodiment may further apply to yet another embodiment where the stadium does not offer the upgrade to patrons sitting in the stadium, but to
15 patrons that, for example, may be in the geographic vicinity of the game but that may not currently have any tickets or that may be willing to purchase the tickets when availability is determined and to travel to the event.

20

In an alternative embodiment, the system determines priority of re-allocation of seats based first upon patrons that have seats that may also be re-allocated. That is, the systems
25 attempts to maximize the number of re-allocations

by prioritizing the re-allocation based upon seats that may be re-allocated after already being re-allocated. For example, if front row seats in a stadium are available to be re-allocated, in this
5 alternative embodiment, patrons that are in the next closest section for example on the field level would be upgraded first to those seats. Then, patrons with less preferred seats, for example, in the upper deck would be re-allocated
10 to the seats that have now become available from the patrons that have been upgraded to the front row. Thus, using this alternative priority scheme, the present invention maximizes the re-allocation numbers. Of course, this priority algorithm may be
15 combined with additional factors, for example, relating to subscriber/patron value. As described above, additional factors may be utilized in the algorithm to determine the subscriber or set of subscribers to offer the upgrade.

20 In alternative embodiments, patrons in the vicinity of the upgraded and re-allocated patrons may optionally rate the upgraded patron, for example, for appropriate behavior, wearing of excessively large hats, drunkenness behavior, and
25 the like. These ratings may then be taken into

account in the re-allocation algorithm for future upgrades to the patron.

5 In alternative embodiments, the patrons
eligible for the upgrade may be notified using
standard email communications over a wireless
device, mobile telephone, and/or other standard
communication means. For example, standard text-
to-voice and/or voice-to-text communications may
10 be used to contact the patron to evaluate whether
an upgrade will be accepted and to actually accept
the upgrade.

15 In another embodiment of the invention, as
indicated above, when the patron registers for
ticket re-allocation and/or purchase, via for
example the Internet, the patron may enter payment
information at that time. Accordingly, when the
patron accepts the ticket re-allocation and/or
20 purchase, the system can automatically charge the
patron without the patron actually
submitting/typing, for example, credit card
information over a wireless device. The tickets of
the present invention may be used to re-allocate

patrons that are sitting in the stadium and/or patrons that have already purchased tickets in the vicinity of the stadium but were unable to get seats and/or may be in the vicinity of the stadium but were unable to get seats. Since the present invention re-allocates and/or sells tickets at any time prior to and/or after beginning of game time in accordance with one embodiment, the patron may be in the general vicinity of the stadium to take advantage of this embodiment of the invention or even at any location when being offered upgrades and/or seats well in advance of the game. For example, the present invention can upgrade or sell tickets to patrons well in advance of the game since it advantageously is permitted or has the authority to resell tickets either via ticket holders that do not show up during the game and/or, for example, season ticket holders that have authorized the stadium in advance to resell their tickets based on predetermined criteria, for example, when the season ticket holder notifies the stadium that they will not be present at next weeks game.

In one optional embodiment of the invention, the patron presents the usher with the confirmation number which the usher can enter into a wireless device using a local or private
5 wireless network, or can simply use a walkie talkie or telephone to call the dispatcher to confirm the upgrade and/or new seats using the customer provided confirmation number. The dispatcher will have access to the system to enter
10 the confirmation number to confirm the validity of the upgrade. Alternatively, a patron will retain their old ticket. The patron will give in the old ticket to the usher which is scanned or barcoded by the usher for immediate identification of new
15 seats and used in place of, or in addition to, confirmation number.

Of course, the confirmation may optionally be made via customer name with an appropriate
20 identification card or other information. Further, alternative methods may be used to verify that the confirmation number and/or ticket being used by the patron is valid. For example, the patron may be equipped with a printing device
25 associated with the wireless device or download an

actual ticket on line from home prior to the game
for the new ticket or upgrade. Alternatively, the
patron may be equipped with an identifier card,
optionally including a bar code with a unique
5 identifier relating to the patron's account
information and profile that can be scanned for
additional convenience. Alternatively, a wireless
device may be used to securely store this type of
identification and/or account information.

10

In at least one alternative embodiment of
the invention, the patron may comprise optionally
a corporate account that has a number of tickets,
for example, season tickets. In this embodiment,
15 the corporate account may have associated
therewith a plurality of email addresses or other
communication addresses to transmit the seat or
upgrade offer to a number of potential patrons
that may rotate their attendance at the games. In
20 accordance with this optional embodiment, multiple
emails can be stored for a single user/corporate
account, and the system may transmit individual
messages to all email addresses, or may only
transmit messages to individual patrons for
25 corporate account that individually advise the

system that they are associated with a particular ticket/bar code for a particular game and will be/are present at a particular game.

5 In an alternative embodiment, patrons may enter the stadium and subsequently inform the system that they are present and interested in an upgrade via a kiosk where the patron can scan a bar code and enter their customer number to be eligible for upgrades during the game. The system
10 is then able to transmit a message to the customer, assuming that the customer has pre-registered with the system with the appropriate contact information. Alternatively, or in addition to individual use of a kiosk(s), the customer
15 sales office may have a kiosk or additional functionality to enter the customer name and/or customer account and scan in the bar coded ticket on the spot to register each patron as they enter the stadium or venue.

20

As described above, the patron may be transmitted, for example, emailed, the actual ticket or a confirmation number that they can use proceed to their seat and/or re-allocated seat. An
25 optional graphical display via, for example, GPS,

as discussed above may be used to guide the patron to the new location upon acceptance, as well as to help the patron decide whether to purchase the ticket and/or upgrade. For example, a graphical
5 map of the stadium and/or textual description may be provided to the patron upon entry in the stadium to help the patron decide the quality of the upgrade and whether to accept when an offer is received by the patron at a predetermined time.
10 The graphical map may comprise a small booklet with a map of the stadium showing seat locations, and optionally a game schedule.

The present invention has particular
15 benefits for stadiums that are constantly sold out, but where patrons habitually do not show up. For example, many stadiums are sold out by season ticket holders that do not show up to the game on a regular basis. The present invention permits
20 these tickets to be re-allocated in accordance with, for example, predetermined algorithms, and provides additional patrons a better experience. In addition, the present invention has the benefit of moving the patrons closer to the
25 action/players, and therefore, the ability to

support and/or motivate the players to play well.

In additional alternative embodiments, the stadium may provide the original ticket holder a portion of the proceeds as a result of the ticket re-

5 allocation, thereby providing additional incentive to the ticket holder to permit their ticket to be re-allocated (when this is a voluntary program in the stadium). The stadium may then keep a percentage, portion or service fee from the resale
10 and/or re-allocation of the ticket. Of course, the above embodiment may further apply to yet another embodiment where the stadium does not offer the upgrade to patrons sitting in the stadium, but to patrons that, for example, may be in the
15 geographic vicinity of the game but that may not currently have any tickets or that may be willing to purchase the tickets when availability is determined and to travel to the event.

20 In alternative embodiments, patrons in the vicinity of the upgraded and re-allocated patrons may optionally be eligible for a dating or matching service where patrons register and provide profile information to the system and/or
25 through a third service provider dating service.

Once the system knows that the patrons will be coming to the game and/or have actually checked in to the stadium, the system can then arrange for the two, four, etc. patrons to meet each other by allocating and/or re-allocating seats to the patrons together. Thus, based on profile information, customer request and availability, the system is able to upgrade or sell tickets to patrons to maximize their chances of meeting someone at the game. This optional feature provides significant potential enjoyment for the patrons participating in this dating or connection program. In accordance with this embodiment, one possible sequence of acceptance steps involves profile matching the two patrons (or groups of patrons) based on predetermined profile information; transmitting a first message to the first patron regarding availability of the second patron and requesting a conditional acceptance form the first patron; transmitting a second message to the second patron indicating that the first patron has conditionally accepted and request the second patron to accept; and when the second patron accepts before the first patron has rescinded the conditional acceptance, finalizing the upgrade and/or seat allocation for the first

and second patrons. This embodiment of the invention is a complete reverse from typical dating and/or matchmaking services which attempt to develop detailed algorithms for the matching process because of the significant decision that exists in determining who to spend valuable time with. In accordance with the invention, patrons are already present at the game, and therefore, half or more than half the effort is already done. The remainder is to actually meet the other person which can be accomplished with profile criteria, whether or not the algorithms are very sophisticated.

15 In one embodiment, the patrons that are being matched have their original seats maintained and not made available for other upgrades in the event the matching does not work out early on. In this embodiment, one or both the patrons can
20 return to their original seat. Hopefully, there will not be a significant argument of who would need to return to their original seat if an upgrade is actually performed. In addition, in accordance with this embodiment, the seats that
25 are selected do not necessarily have to be better

seats in the classical sense. That is, seats
further away from other ticket holders might be
considered preferred when matching two individuals
for the first time. Alternatively, couple that
5 would prefer a little more privacy or quieter game
might request to be moved to a more isolated area.
Alternatively, families with small children might
prefer to be moved to a less busy area as well
during the game where the children might be able
10 to freely move around. All these scenarios and/or
alternatives are possible in view of the present
invention. The advantage of performing a match in
a public setting is that the patrons do not have
to worry about leaving or ending the date, and
15 also do not have to worry that the other person
will have their home address.

In an alternative embodiment of the
dating/matching service of the present invention,
20 a dating/matching service is provided to patrons
that enter a predetermined location and/or
geographic area. The patron can enter physically
the location and/or geographic and register, for
example, by manually entering data in a computer,
25 transmitting information relating to the

registration of the patron via infrared, Bluetooth
and/or other technology, and/or automatically
register via use of GPS information associated
with or used in a wireless device associated with
5 the patron. For example, patrons that enter an
establishment can register upon entry that they
are now present within the general location of the
establishment. Upon registry, the system can
implement various matching algorithms currently in
10 use by various matching services in connection
with other patrons that have also registered at
the same location and/or a location in the general
area that the original patron registered.
According to this embodiment, the system
15 advantageously matches individuals that have
registered in the same geographic location and/or
geographic locations that are in the same general
area where the patrons can walk and/or drive to
meet each other in the same general time frame,
20 such as the same evening, same afternoon same day,
and the like.

In addition, this feature also optionally
permits the patrons that have participated in the
25 program to rate one another for future dates. For

example, one patron can rate the conversational
benefits of the second patron, the appearance of
the second patron, the overall short term versus
long terms relationship goals of the patron, and
5 the like. These ratings may then be taken into
account in the algorithm for future seat
assignments, re-allocations and/or upgrades in the
future for the first and second patrons, and all
other patrons will now benefit with the additional
10 profile information of the first and second
patrons. The matching service may be for amusement
or work related networking purposes, for example,
to meet an executive that the patron currently
works with or wishes to work with/sell in the
15 future.

In an alternative embodiment of the
dating/matching service of the present invention,
a dating/matching service is provided to patrons
20 that enter a predetermined location and/or
geographic area. The patron can enter physically
the location and/or geographic and register, for
example, by manually entering data in a computer,
transmitting information relating to the
25 registration of the patron via infrared, Bluetooth

and/or other technology, and/or automatically register via use of GPS information associated with or used in a wireless device associated with the patron. For example, patrons that enter an
5 establishment can register upon entry that they are now present within the general location of the establishment. Upon registry, the system can implement various matching algorithms currently in use by various matching services in connection
10 with other patrons that have also registered at the same location and/or a location in the general area that the original patron registered. According to this embodiment, the system advantageously matches individuals that have
15 registered in the same geographic location and/or geographic locations that are in the same general area where the patrons can walk and/or drive to meet each other in the same general time frame, such as the same evening, same afternoon same day,
20 and the like. In addition, the system advantageously and optionally provides the feature of allowing patrons to text message one another directly, and/or exchange pictures via wireless email, text messaging, and other wireless devices
25 that provide the standard capability of exchanging pictures, such a T Mobile and/or Sprint.

5 In alternative embodiments, the ticket holder can call in via a voice to text message, text message and/or email and let the stadium know early that they are not coming. In this manner the ticket holder obtains the convenience of the stadium or venue reselling their tickets in advance, thereby providing the venue with additional time to maximize the resale of the ticket.

15 In alternative embodiments, when the patron enters the stadium, they have their ticket barcoded or other device that detects their presence can be used such as infrared, Bluetooth, etc., and then they can become eligible for an upgrade. The patron can register in advance that they want to receive upgrades by providing their name, message address, e.g., email, telephone text message address, etc., and optionally their credit card or other payment mechanism for upgrades that actually cost money as opposed to free upgrades.

20 In alternative embodiments, the patron can register at the ticket booth when purchasing their original ticket. In this scenario, the stadium

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representative can enter this information on
behalf of, and with the permission of, the patron
since the patron may already be providing their
credit card, debit card, etc. to purchase the
5 original tickets. Alternatively or in addition, a
kiosk may be provided where the patron can enter
their original ticket, e.g., scan in their
original ticket and provide their name and text
message information in the stadium to register for
10 a one time upgrade for the game after purchasing,
for example, a regular admission ticket.

In alternative embodiments, an usher can
verify that the patron should be upgraded by the
15 patron providing the confirmation number that may
be transmitted in real-time by the system, and/or
by the patron using their original confirmation
number or original ticket with barcode or other
identification means, such as a smart card,
20 infrared reader, etc. that represents original
ticket and presenting same to the user. The usher
then needs only to scan in the original ticket and
the system will verify whether the patron
associated with the original ticket is valid and
25 whether the upgrade is valid.

In alternative embodiments, a warning message may be sent to the ticket holder that has not shown up to game warning them that if they do not respond within a certain time period that their seat will be re-allocated or re-assigned to another patron. Similarly, a release message may be sent to the ticket holder after their seat has actually been released and/or re-allocated, thereby notifying the patron that if they change their mind in attending the game, they will have to obtain an additional ticket. In alternative embodiments, the ticket holder that has their seat released and re-allocated can be themselves re-allocated a similar, worse or better seat, depending on, for example, their subscriber value and/or other criteria. For example, if the patron is provided a better seat, this will encourage them to more readily give up their seats in the future even if they are attending the game. On the other hand, if the patron is provided a worse seat, then this encourages them not to artificially give up or have their seat released when attending the game. Accordingly, the present invention is designed to deal with various behavioral patterns of specific ticket holders,

and may optionally and advantageously be a ticket holder specific with respect to various criteria for re-assigning, releasing, selling and/or re-allocating tickets.

5

In alternative embodiments, the system transmits to the ticket holder a welcome message after being upgraded and after having being moved to a new upgraded seat location. In one
10 embodiment, the system identifies that the patron has been successfully upgraded after the patron provides the usher with a confirmation number or original ticket, which is then verified by the usher and system.

15

In alternative embodiments, the system, after having identified which patrons have checked into the stadium and/or have been upgraded, transmits a trivia question and/or additional
20 advertisements to all patrons attending the game. In alternative embodiments, the information is transmitted to both patrons that are attending the game and additional patrons that have registered in the past to receive information but that are

not attending the game. The participants can, for example, answer trivia questions and respond with their wireless device. Depending on whether the patron is attending the game or not, the system
5 may determine to offer or deal with each of the patrons differently. For example, for patrons at the game, winners may be successively determined and narrowed, as patrons successfully and unsuccessfully answer questions, round after round
10 of questions in a "spelling bee" format. For patrons that are not attending the game, winners may be declared, or statistics provided to the broadcast station that can be aired on television. In yet additional alternative embodiments, instead
15 of transmitting information/questions to the patrons via the wireless device, the information/questions are displayed on the stadium billboard for patrons at the game and/or on television for patrons that are watching the game
20 on television. The patron can then merely respond via the device, e.g., the telephone accordingly via a voice-to-text system or via other mobile devices via text messaging.

25 In alternative embodiments, the present invention provides the advantage of

additional advertising sponsorship to the venue.
For example, in one embodiment, the venue is
partitioned into different locations that may be
assigned to different sponsors. In one embodiment,
5 the sponsor that provides the most value may be
assigned a certain number of premium seats that
are not available to other sponsors.

For example, the sponsor may offer a
10 discount on the upgrade if you are a Verizon or
Verizon Wireless customer or they credit your cell
account for each seat upgrade or you get say 30
free minutes, etc. In alternative embodiments, the
present invention provides the advantage of one
15 wireless provider to advertise on another wireless
providers mobile phone or wireless device. For
example, if Verizon Wireless is a sponsor of the
upgrade system for a particular stadium, the
present invention will still work with, for
20 example, AT&T, SPRINT, and CINGULAR customers. An
advertisement message sent with the upgrade offer
may read on the AT&T phone, "brought to you by
Verizon Wireless." In an alternative embodiment of
the present invention, text messaging is
25 optionally used for mobile phones to perform the
message communication of the present invention.

The user is only required, in one embodiment, to
reply or respond with a "Yes" to accept the
upgrade offer since the user has advantageously
pre-registered with the system, thereby minimizing
5 the required communication/input by the user. In
an alternative embodiment, the user, instead of
pre-registering with the system, is charged on
their wireless or even regular telephone number
bill when they accept the upgrade offer. Thus, the
10 wireless system that either administers the user's
regular or wireless account or the upgrade sponsor
may be responsible for actually billing the
customer in this alternative embodiment.

15 In the alternative embodiment when
text messaging is optionally used alone or in
combination with other communication methods, the
system provides the additional advantage of
maximizing bandwidth usage by not requiring use of
20 bandwidth on the wireless voice system, thereby
maximizing system resources.

In another alternative embodiment,
the present invention optionally and
25 advantageously provides a security and/or safety
feature in the event of, for example, a minor

event where a parent gets separated from a child,
a disaster or other event that might require
evacuation of the stadium. In one embodiment, the
person needing help provides their name to an
5 attendant that can search the system for the
contact information of their companion/parent. The
system can thereafter send an email and/or text
message to the companion/parent regarding the
status of that person and provide instructions for
10 meeting that person or arranging help, authorizing
medical procedures, and the like. In another
embodiment, the person requiring help, e.g., a
child provides the attendant or kiosk with their
ticket which can, e.g., scan the bar code or other
15 reader system. The system can either automatically
provide a text message to the parent who can then
reply to the child/attendant via the kiosk to meet
the child.

20 Alternatively, the parent can be
instructed to meet the child at a predetermined
location, and to stop looking for the child
because the child was found. Thus, for this
example, the person who is lost or separated from
25 their party can notify security or access a kiosk.
Security can, for example, notify the parent that

child is in safe custody, and should not search the stadium, and therefore, meet outside stadium in a pre-specified safe place.

5

In an alternative embodiment, if a child/person is separated, the security guard/kiosk can arrange the best place to meet, either in or outside the stadium, together based on an optional global positioning system (GPS). In addition, the party with the mobile device can be provided directions on where to go to meet their party from who they have been separated.

15

In an alternative embodiment, the present invention may also be used in a security, defense and/or safety setting to direct patrons in a stadium for an orderly evacuation or notify patrons regarding status of a safety related event via, for example, a broadcast message including text message, email and the like. In this manner, system communication resources may be most efficiently utilized by not over-utilizing the system via voice communication, unless completely necessary. For example, the message can be broadcast in the event of an impending hurricane.

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In this situation, patrons in different sections get different messages, for example, to exit the stadium out of gates/exits that are either less occupied or closest to the section the patrons are sitting in. Advantageously, the present invention has the patrons contact information, including optionally and advantageously text messaging, that can be broadcast or sent to different patrons. The advantage of text messaging is that the bandwidth is more efficiently used in the event of an emergency, and there are no busy signals as in a voice network. Further, the message is sent, and if the network is at capacity, the system can automatically resend or the message will be placed in queue and sent as soon as capacity becomes available.

In another alternative embodiment of the invention, the security bracelets of the present invention can be required to be displayed and read on exit from a venue when a parent has reported that a child has been separated. In this event, all patrons are checked when they exit the stadium. The parent can report the specific seat that the child was sitting in, and then on exit, all patrons are checked. If the specific seat

appears or if a child attempts to leave without scanning or presenting their bracelet, then that child can be taken into custody until their parent arrives, thereby possibly preventing abduction.

5

For instance, in sporting venues the bracelet ticket includes the machine readable information that comprises at least one of a bar code and radio frequency identifier used for security check in, and optionally check out. In this manner, the standard reading machines that can scan the bar code or RFID information can keep track of people that have checked into the sporting event and/or venue. Advantageously, the machine readable information on the bracelet can also be used by the venue in the event the patrons seat assignment is modified, for example, via an electronic ticket exchange or upgrade program. In this embodiment, the visible indicia are no longer valid for the actual seating that may be dynamically changed and only represents optionally an initial seat assignment. However, the machine readable information may be used as a code to reference the specific patron and assign that patron a new seat. Thus, when the ticket reader scans the ticket and actually identifies, for

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example, the bar code, this information can be
used to reference the patron, update and/or
confirm the patron's current seat via the reader
used, for example, by ushers in the venue, kiosk,
5 entrance to the venue, and the like.

In an alternative embodiment, the security
bracelets of the present invention can be required
to be displayed and read on exit from a venue when
10 a parent has reported that a child has been
separated. In this event, all patrons are checked
when they exit the stadium. The parent can report
the specific seat that the child was sitting in,
and then on exit, all patrons are checked. If the
15 specific seat appears or if a child attempts to
leave without scanning or presenting their
bracelet, then that child can be taken into
custody until their parent arrives, thereby
possibly preventing abduction. This information,
20 as previously mentioned, may be visually
cognizable for the patron and in combination,
readable by electronic means if the bracelet
includes a magnetic strip, bar code imprinting, or
RF chip.

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In an alternative embodiment of the present invention, the security bracelet and ticket combination of the present invention advantageously includes a bar code or other machine readable information such as a RFID device. When, for example, a child is separated from their parent, the parent can notify security and the seat number associated with the child. If the child attempts to leave with their bar code/identifier, the system detects the bar code/identifier as either being valid and identifying the child that is missing or being invalid and raising another red flag. In an alternative embodiment, the bar codes/identifiers associated between children and adults correspond such that the child identifier must be within a predetermined time and/or number of checking out identifiers from/within the adult identifier. If this does not occur, the system determines that the child is leaving without their parent, and possibly being abducted.

In an alternative embodiment, the system links one or more tickets/identifiers together and requires the tickets/identifiers to exit the venue

or event within a predetermined time period from one another and/or within a predetermined number of tickets/identifiers that have exited the venue and/or event. In the event that one
5 ticket/identifier exits the venue or event and the associated identifier does not, then an alarm or other indicator occurs, and the attendants will detain the patrons that have initiated the alarm to for security purposes.

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In an alternative embodiment, the tickets are advantageously coded with designations such as adult, child and the like. In the event a child
15 ticket/identifier exits the stadium before the associated adult and/or more that a predetermined time period and/or number of patrons exiting, the system can initiate an alarm so that an attendant can determine if a child has exited the venue or event without their parent or with a wrong parent
20 potentially averting a kidnapping. In this embodiment, an additional combination is the use of the standard fast pass feature, for example, at theme parks, and the like, where the venue records predetermined events that the user of the card
25 enters in a faster line. In this embodiment, if a

child ticket/identifier is not associated with a
parent ticket/identifier, for example, as
described above, the child may be denied entry
into the event or venue if not accompanied by
5 their parent. In alternative embodiments, the
venue/event sponsor or organizer associates
tickets upon request from the patron. In addition,
in another alternative embodiment, a kiosk is
provided inside and/or outside the venue for, for
10 example, parents to register their tickets and
have them associated with their children's tickets
to prevent the child from exiting the venue without
them, for example, as described above.

15 In an alternative embodiment of the present
invention, the system and method are adapted to
utilize any type of wireless device with different
interface and communication options. For example,
different wireless devices have different
20 constraints with respect to the interface, e.g.,
number of characters, how the subject and body of
the messages are used/communicated, etc.
Accordingly, the present invention optionally
provides a protocol conversion system depending on
25 the type of wireless device and the wireless

device constraints, including message constraints and/or the wireless communication system. In alternative embodiments, the system determines the wireless device provider based on the address
5 received from the wireless device, and is able to automatically determine the type of message and/or message constraints and transmission constraints associated therewith based for example, on real-time information or on pre-determined stored
10 information on the device and/or communication system. Accordingly, a protocol conversion system for different wireless devices is provided by the present invention for sending and/or receiving messages, such as upgrade offers, responses,
15 acceptances, and the like, from a variety of different users/mobile devices and wireless systems.

In another alternative embodiment of the present invention, a security bracelet is
20 advantageously utilized, for example, such as the security bracelet disclosed in U.S. application number 10/680,207, filed on October 8, 2003, to Abraham I. Reifer, et al., and incorporated herein by reference, in the event of a reported event,
25 security breach, abduction, and the like. In this embodiment, all patrons exiting the stadium must

show their ticket and/or identifier so that the venue can check all patrons out of the stadium. Thus, for example, if two kidnappers come in the stadium, and want to use one bracelet for a child,
5 the second kidnapper will be stranded in the stadium. In addition, if one kidnapper buys two tickets, then upon exit with the child and the additional ticket, a barcode/identifier will be exiting without ever having checked in, and then
10 the alarm will go off as well.

In another alternative embodiment, the present invention provides a broadcast message to warn patrons of an event, such as an advertisement,
15 sale and/or even a weather related event such as a hurricane that might require the venue to be evacuated. Advantageously, in at least one embodiment, the broadcast message comprises standard text messaging that optimizes or better
20 utilizes capacity form the communication system. Thus, when using text messaging capabilities, the present invention efficiently transmits text messages to numerous subscribers regarding, for example, exit information, contacting and/or
25 meeting additional parties that have been separated, and the like.

In an alternative embodiment of the present invention, the present invention optionally provides the capability to penetrate
5 into secondary market with season ticket holders selling ahead of time the games they will not be attending. For example, the present invention optionally provides the feature for the season ticket holder and/or general ticket purchaser the
10 ability to view in advance of the season and/or game the schedule, and to alert the venue and/or stadium of games and/or events they will not be attending, thereby permitting the stadium/venue to attempt to resell the tickets to other patrons.
15 For example, in one embodiment of the invention, the patron is provided with a monthly schedule listing the events that may be attended. The patron, such as a season ticket holder, may then click or place an indicator on all games they will
20 not be attending for the season in advance, thereby providing the stadium with the ability to resell tickets well in advance of the event. Once the patron completes identifying games that will not be attended, the system then compiles a list
25 and transmits the list to the patron for an optional confirmation. This list is then used by

the system to release seats well in advance of the game. In an alternative embodiment of the invention, registered users of the system for, for example, upgrades, may also be notified of seat
5 availability for sales prior to the game/event. In an alternative of this embodiment, registered users may receive text messages, emails, and the like, notifying them advantageously of the availability of seats that heretofore have never
10 been easily available to the public for sale, thereby allowing the venue to participate in secondary market ticket sales.

In one alternative embodiment of the
15 present invention, the system/process of the present invention provides or operates as a middle person/broker between the ticket holder that is returning tickets to the venue, such as the season ticket holder, and a ticket sales system and/or
20 company, such as tickets.com, by notifying the tickets company of the newly available seats via notification by the ticket holder, such as the season ticket holder of season ticket games not being attended.

In one alternative embodiment of the invention, the system and/or process transmits text messages, emails and the like, to offer tickets and/or seats and/or admittance to
5 subscribers for events and/or games with empty seats even before game. Thus, the present invention allows the venue to participate in the secondary ticket sales market and the upgrade market, thereby increasing revenue and fan
10 loyalty.

Of course, all of the embodiments of the present invention may be used for any reserved seating event, and/or venue that require tickets
15 for entry thereof.

In another alternative embodiment of the present invention, the use of machine readable identifiers provides advantages for, for example,
20 the upgrade program or ticket exchange of the present invention. For example, when the upgrade, re-allocation and/or electronic ticket is issued, the machine readable identifier, for example, the bar code, on the original ticket is invalidated,
25 thereby preventing use of the invalidated ticket. Accordingly, when a new ticket holder purchases

the ticket from the season ticket holder, the new purchaser will be issued a new machine readable identifier, and optionally a new paper ticket. The present invention advantageously is able to handle
5 the issuance of a new ticket and invalidates the old ticket and optionally the old identifier that has, for example, been returned by the season ticket holder, thereby providing dynamic ticketing capability.

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In an alternative embodiment of the present invention, the new patron obtains a new identifier such as a barcode, the old bar code of, for example, the season ticket holder is
15 invalidated. In one embodiment of the invention, season ticket holders are offered to opt in the upgrade process. Various commercial incentives are possible for the season ticket holder to opt in the upgrade process, such as monetary compensation
20 when their ticket is used for an upgrade and/or resold whether they express their intention not to go to the game prior to the game, and the like. Alternatively, season ticket holders may be offered that the cost of their season tickets
25 will, for example, remain the same as the previous year or be reduced if they participate in the

program. Therefore, the combination season ticket trade-in and upgrade program in one embodiment of the invention will be beneficial to season ticket holders by allowing them to trade when they

5 already know that they have no intention of attending a game, and allow the season ticket holder to recoup some cost of the season tickets if they do not attend and their ticket is used as an upgrade. In addition, additional patrons of the

10 event and/or sports team are permitted to attend the game in locations/seats that they might never have been able to obtain access to. Further, the venue/stadium/team maximize revenues by being able to place tickets on the secondary market when the

15 ticket holder notifies the venue early enough that they are not attending the event, the venue also obtains additional revenue from upgrades when tickets are upgraded, and the venue obtains additional fan loyalty.

20

In another embodiment of the present invention, the system provides the ability to advertise via email, text messaging, and the like, for one wireless carrier on the wireless device

25 that is using another wireless carrier. Since the user of the wireless device has requested the

service, the user appropriately receives the communication from the ticketing system of the present invention, and therefore, also appropriately received the advertisement from the wireless carrier that is different than the wireless carrier that the user of the wireless may be using at that time.

In another alternative embodiment of the present invention, offers to purchase seats either during the game or even well in advance of the game are "pushed" or transmitted out to registered users that have supplied their wireless and/or Internet addresses. For example, patrons can register in advance for the upgrade and/or regular ticket offers to purchase admittance via various methods including the Internet. When seats band/or admittance becomes available, a broadcast message or other standard messages may be transmitted to the registered patrons to notify them of the seat availability. Thus, seat offers are "pushed" to registered users that have requested this service advantageously to a wireless device and/or other address including standard telephone communication, as well as additional optional advertisements. The system, in one alternative

embodiment, provides the user the option when registering to accept certain types of advertisements to be received on their wireless device via email and/or text messaging. In other
5 embodiments, the user does not have the option of which advertisements to receive.

Advantageously, in accordance with one alternative embodiment of the present invention,
10 if a patron decides to attend an event such as a sporting event when the patron does not have time to wait to receive paper tickets (e.g., the patron is visiting in another city/location and does not have time to wait to receive tickets via mail and
15 is on the go), the system of the present invention transmits a ticket to the patron via, for example, a wireless communication system and/or other standard electronic communication system such as the Internet, and the patron can present their
20 ticket, for example, on their wireless device and show up to game.

In another embodiment of the present invention, an interactive patron entertainment
25 system is provided where trivia questions, for example multiple choice questions on a variety of

topics, are sent to the patron via email and/or text messaging and/or displayed on the scoreboard with an address to respond, such as trivia@utixx.com. Patrons then text message and/or
5 email and/or answer questions via voice-to-text messaging their answers. The system can then display the overall number of answers that are correct and incorrect, display bar graphs and the like to the event patrons by displaying on a
10 display, such as the scoreboard of a sporting event. The system then identifies the patrons that have correctly answered the question and can then send new questions to be answered just to the previously correct patrons, thereby further
15 narrowing the group of patrons. Successive questions can be sent, including questions that are not multiple choice and that require actual text to be entered via standard wireless device interfaces, and patrons are successively
20 eliminated until a single or sub-set of patrons are determined to be the winners. Advantageously, the present invention provides entertainment to the patrons at the event by optionally providing successive questions throughout an event. In
25 another alternative embodiment, simultaneously with the questions to the patrons present at the

event, the present invention is also capable of sending the questions to patrons that have registered with the system, but are not at the event, for example, at home watching on the television or simply not currently involved in the game. The present invention is able to transmit the same and/or different questions to those registered users as well. Further, in another alternative embodiment of the present invention, viewers watching the television, for example the same event that patrons are attending, may be presented with the same and/or different questions as well as an address and/or telephone number to call and provide their answer which they can compete with patrons at the event or can be used to provide a separate comparison of the answers and/or separate winners to the contest. In this embodiment, for example, questions may be displayed on the television, Internet website, and the like, during the event, and viewers watching the television may respond to the questions as described above. The system can optionally compare the percentage of correct answers between the television viewers and the patrons at the event, and/or provide separate awards or a single award to the winners from the pool of

television/Internet viewers and/or patrons in the event.

5 In another alternative embodiment of the present invention, the system uses a seat database to determine which of the reserved seats are currently in use. The system may integrate with the seat database system of a venue and/or stadium or optionally be used in parallel with the seat
10 venue/stadium database. For example, prior to the event, the system may utilize the seat database of the venue to determine available seating and patrons that do not show up after a predetermined period of time. Alternatively, the present
15 invention can operate using a separate database from the event/venue by copying or building a separate database used for the ticketing and/or upgrading according to the present invention. In this alternative, as patrons enter the venue, they
20 are checked in directly to this separate database. At the time of the event, the system will be able to check-in patrons using either the identification system, e.g., bar code scanner, of the event or venue, or provide a separate
25 identification system.

In alternative embodiments of the invention, the patron that knows they are attending the game but is going to be late can send in a HOLD message even prior to being
5 provided a warning message that their seats are to be released if the patron does not respond to the message with the HOLD request. That is, in this embodiment, since the patron already knows well in advance that they are attending the game, but
10 perhaps stuck in traffic, the patron can initiate the HOLD message before even being warned in advance of the possibility of their seat being released.

15 In another alternative embodiment, patrons that have registered with the system and optionally checked into the stadium and/or venue in advance and who also know that they would like an upgrade and/or ticket, may initiate their own
20 upgrade request to the system to notify the system of their willingness to purchase an upgrade and/or new ticket for the event/venue. The system may then place these patrons on a higher priority since they have already expressed an intent
25 and/or willingness to purchase the upgrade or ticket. The patron may notify the event and/or

5 stadium of their willingness optionally well in advance of the game or near/after game time at a time which the patron commits or expresses an additional heightened desire to upgrade and/or purchase a ticket.

10 In alternative embodiments, the system includes the advantage of allowing patrons to register free for a predetermined period of time, for example, for the first year, without paying a yearly subscriber fee. Alternatively and/or in addition thereto, the system provides the patron with their first upgrade for free or for a reduced rate to further encourage the patron to register with the system and method of the present invention. Alternatively and/or in addition thereto, the system of the present invention offers the patron reduced and/or free concessions when purchasing a membership, ticket and/or upgrade to further encourage the patron to participate in the offers of the present invention.

25 In alternative embodiments of the present invention, the matching system and/or process, permits participants in the program to initiate a

message to the system with the seat location
and/or name of the patron that they would like to
be matched with for a meeting, networking and/or
socializing such as a date. In this embodiment,
5 the system may the push the message to the other
subscriber and assign new seats to the individuals
that are to be matched. Alternatively, the system
Need not require a specific confirmation that the
second individual to be notified of the potential
10 match is physically located near the first
individual, but can rely on the first individual
to provide that information. For example, the
first individual may see a potential date in a
restaurant, and may then send a message to the
15 system with that person's name or address, that
they would like to meet that other individual. In
that situation, the second individual will receive
a message of the possible match, and can respond
and accept or reject the offer to meet. The second
20 individual can then provide a meeting destination
or the system can suggest a meeting place based on
the first individual advising the system of their
location, and the location of the second
individual.

In another embodiment of the present invention, an interactive patron entertainment system is provided where trivia questions, for example multiple choice questions on a variety of topics, are sent to the patron via email and/or text messaging and/or displayed on the scoreboard with an address to respond, such as trivia@utixx.com. Advantageously, the multiple choice questions each have unique selections, such as a1, b1, c1 and d1 for question #1; a2, b2, c2, and d2 for question #2; a3, b3, c3 and d3 for question #3, and the like. In this embodiment, the actual timing of questions is not necessary since each question and answer is unique.

Therefore, the speed of responding to the question is immaterial to the winner of the contest and/or correct answer. Also, in the event one patron answers the question late, there will be no confusion which question the patron is submitting an answer for. Patrons text message and/or email and/or answer questions via voice-to-text messaging their answers as indicated above using the unique set of answers, in one embodiment. In alternative embodiments, the first predetermined number of patrons that answer the question correctly are considered the winners.

The system can then display the overall number of answers that are correct and incorrect, e.g., a1 50%, b1 28%, c1 12% and d1 10%, and display bar graphs and the like to the event patrons by displaying on a display, such as the scoreboard of a sporting event. The system then identifies the patrons that have correctly answered the question and can then send new questions to be answered just to the previously correct patrons, thereby further narrowing the group of patrons. Successive questions can be sent, including questions that are not multiple choice and that require actual text to be entered via standard wireless device interfaces, and patrons are successively eliminated until a single or sub-set of patrons are determined to be the winners. Advantageously, the present invention provides entertainment to the patrons at the event by optionally providing successive questions throughout an event. In another alternative embodiment, simultaneously with the questions to the patrons present at the event, the present invention is also capable of sending the questions to patrons that have registered with the system, but are not at the event, for example, at home

watching on the television or simply not currently involved in the game. The present invention is able to transmit the same and/or different questions to those registered users as well.

5 Further, in another alternative embodiment of the present invention, viewers watching the television, for example the same event that patrons are attending, may be presented with the same and/or different questions as well as an
10 address and/or telephone number to call and provide their answer which they can compete with patrons at the event or can be used to provide a separate comparison of the answers and/or separate winners to the contest. In this embodiment, for
15 example, questions may be displayed on the television, Internet website, and the like, during the event, and viewers watching the television may respond to the questions as described above. The system can optionally compare the percentage of
20 correct answers between the television viewers and the patrons at the event, and/or provide separate awards or a single award to the winners from the pool of television/Internet viewers and/or patrons in the event.

As discussed above, one or more of the above alternative embodiments may be incorporated into the embodiments described above, and/or any of the embodiments discussed below. Furthermore,
5 any of the embodiments of the present invention may be used for any reserved seating or other event.

FIG. 32 is a flowchart of a tenth
10 embodiment of the invention. In FIG. 32, the process begins by enrolling members in the program that are interested in the ticket upgrade. Tickets are checked in, for example, as the patrons enter the reserved seating area, such as a
15 stadium or theater, through, for example, bar code readers, scanners, infrared readers, and/or manually or other method where the patron is checked in, either at the gate, seat or other location. An optional separate check in area is
20 provided for patrons that want to participate in the upgrade program. For example, patrons can optionally check in a predetermined time before the event through a wireless device, Internet connection, manual or voice recognition telephone,
25 or other manner. The important point is to

provide a standard manner for allowing patrons to
check in, and if the patron fails to check in
using a predetermined procedure, to allow that
seat to be provided to another willing patron in
5 accordance with a process to be described below.
Currently, such a process is impossible and
unthinkable in view of the difficulty reserved
seating events have in simply getting the patrons
seated prior to the beginning of the event. The
10 present invention represents a revolutionary
process to enhance event enjoyment, earn patron
loyalty and optionally provide additional revenues
to the theater/stadium or optionally other patrons
with the desirable ticket.

15

The check in procedure continues for a
predetermined period of time until a predetermined
time period has expired, for example, 5 minutes
before the event begins, 10 minutes after the
20 event begins, after a predetermined event, such as
the second act of a play, and the like. Once the
predetermined time period or event has been
completed, the check in procedure may be
considered completed to begin the seat re-
25 allocation process. To begin the seat re-

allocation process, a re-allocation algorithm is used to re-assign seats for patrons that are willing or interested in different or better seats. Such re-allocation processes or algorithms
5 may include a random process, a process where priority patrons are given priority for re-assignment of seat, a process where patrons are willing to pay additional for the re-assignment to either the theater or the individual patron whose
10 seat is being provided to another patron, frequent event patrons, season ticket patrons, a standard bidding process, or other predetermined process.

An optional polling process to poll
15 existing members and non-members in seats to whether additional seats are available. That is, in another optional embodiment of the present invention, non-members may also make their seats available for re-allocation/re-sale at any point
20 in the process. In this additional polling process, the next step is to determine whether additional seats have been made available. If additional seats have been made available, then these additional seats are added to the list of
25 available seats.

If the patron that is identified by the re-allocation process is determined to be present in the theater, for example, via mobile telephone, wireless device, and/or manual verification, an optional sub-process determines whether the patron's optional profile is also satisfied with the available seating. If the optional subscriber profile is not satisfied, then the re-allocation process searches for another possible patron. If the optional profile sub-process is satisfied, then the eligible patron is notified via one or more means, such as announcement, manually, wireless device, mobile telephone, bulletin board, and/or other means. The patron is then notified and presented with the option of moving for free, use of award points, additional money to the theater and/or patron to whose seat is being provided, or other predetermined criteria to obtain the seat. The patron, of course has the option to decline, and if so, the process continues and returns to the re-allocation process to attempt to locate another possible patron.

If the patron accepts, payment of money or other means may be effectuated on the spot via the wireless device, credit card, debit card, points, and the like, and the patron may now move to the other seat. The patron's seat may then optionally be made available as an empty seat to the re-allocation process. The process then optionally determines whether there have been additional vacancies, for example, just prior to the event, during the event or as a result of predetermined processes, and empties and/or makes available these additional seats for the event. For example, if standard smart card, standard scanner, standard bluetooth, wireless, or other technology is used in the present invention, additional seats may be made available as patrons leave the event early, for example if diverted for an urgent business meeting, and the like. These additional seats may provide additional opportunities for patron satisfaction, revenue (theater or patrons), advertising, advertising sponsorship for banner advertising on the wireless device and/or in the theater, and the like. Thus, scanners posted at strategic locations, for example, at the exit of the theater or stadium will confirm that the patron is leaving, and optionally prompt the

patron to confirm that they do not plan on returning. This embodiment may optionally be used in other embodiments of the present invention, and vice versa.

5

If a predetermined period of time has not expired, then the re-allocation process may be run again to optionally continuously re-allocate seats while advantageously including the additional
10 seats. The patron may optionally store the upgraded ticket on a wireless device for proof of entrance to the better seating area. Optionally, the seat and/or row and/or section, includes a separate reader device to receive optionally the
15 original ticket that is now re-allocated to a better seat, or a new ticket that may optionally be received by the patron via the wireless device and/or manually via a worker in the theater or stadium.

20

In accordance with the invention, as indicated above, when the patron registers for ticket re-allocation and/or purchase, via for example the Internet, the patron may enter payment

information at that time. Accordingly, when the patron accepts the ticket re-allocation and/or purchase, the system can automatically charge the patron without the patron actually submitting/typing, for example, credit card information over a wireless device. The tickets of the present invention may be used to re-allocate patrons that are sitting in the stadium and/or patrons that may be in the vicinity of the stadium but were unable to get seats. Since the present invention re-allocates and/or sells tickets very near to game time in accordance with one embodiment, the patron must be in the general vicinity of the stadium to take advantage of this embodiment of the invention.

As described above, the patron may be transmitted, for example, emailed, the actual ticket or a confirmation number that they can use proceed to their seat and/or re-allocated seat. An optional graphical display via, for example, GPS, as discussed above may be used to guide the patron to the new location upon acceptance, as well as to help the patron decide whether to purchase the ticket and/or upgrade. For example, a graphical

map of the stadium and/or textual description may be provided to the patron to help the patron decide the quality of the upgrade and whether to accept.

5 In one alternative embodiment, if the patron that has their ticket re-allocated in error, e.g., because the patron did not show up to the event based on the predetermined criteria but the patron was still planning on attending because
10 they forgot about their seat being re-allocated, the system can re-allocate seats immediately upon the checking in of the patron and notify them that their seats have changed because they are late. In this situation, the stadium/venue might decide to
15 further upgrade the patrons because of the mistake.

 In accordance with one embodiment of the present invention, the process of the present
20 invention specifically reserves seats of the highest or very high rating that are considered preferred, in the event a patron's seat is re-allocated prematurely or erroneously. In this situation, the patron who has had their seat re-
25 allocated because they will likely receive an even

better seat as a result of the mistaken (stadium or patron) or premature seat re-allocation.

5 In another embodiment of the present invention, as patrons are entering the venue or stadium, they are provided advantageously with a map of the stadium so patrons can analyze the potential upgrade to make a decision whether the upgraded seats are sufficiently good or of value
10 to warrant the patron moving and/or paying for the additional upgrade. By handing the patron the map of the stadium, the process of the the present invention is not required to transmit a detailed schematic to the patron's wireless device which
15 would not normally be able to effectively permit the patron to evaluate the proposed upgrade seats. The map that is handed out may optionally include information for patrons on where to register for the upgrade and/or additional advertisement
20 opportunities.

In one alternative embodiment, the patron that has purchased the ticket, for example, a season ticket holder, may advise the stadium that

for a particular game, set of games or all games,
they do not want their seats to be re-allocated,
and perhaps, an additional fee is assessed for
this type of patron. If the stadium provides the
5 ability for the patron to selectively opt out of
the seat re-allocation, the patron can, for
example, connect to the system via the Internet,
public switched telephone network, cellular
network, and the like, and notify the system that
10 they do not want their ticket re-allocated, for
example, because they are coming late to the
event. Other means of notifying the system and/or
other reasons may be utilized in connection with
the present invention.

15

In another alternative embodiment, the
system provides patrons the ability to
individually select when their tickets may be re-
allocated. For example, one patron may prefer to
20 only give up their ticket if they are late to the
game by 15 minutes, while another patron may be
willing to give up their ticket if they have not
arrived 15 minutes before the game. In alternative
embodiments, the stadium may provide incentives
25 for the patron to have their ticket re-allocated

prior to the game because it increases the stadiums chances of re-allocating/re-selling the ticket.

5 The present invention has particular
benefits for stadiums that are constantly sold
out, but where patrons habitually do not show up.
For example, many stadiums are sold out by season
ticket holders that do not show up to the game on
10 a regular basis. The present invention permits
these tickets to be re-allocated in accordance
with, for example, predetermined algorithms, and
provide additional patrons a better experience. In
addition, the present invention has the benefit of
15 moving the patrons closer to the action/players,
and therefore, the ability to support and/or
motivate the players to play well. In additional
alternative embodiments, the stadium may provide
the original ticket holder a portion of the
20 proceeds as a result of the ticket re-allocation,
thereby providing additional incentive to the
ticket holder to permit their ticket to be re-
allocated (when this is a voluntary program in the
stadium). The stadium may then keep a percentage,
25 portion or service fee from the resale and/or re-

allocation of the ticket. Of course, the above
embodiment may further apply to yet another
embodiment where the stadium does not offer the
upgrade to patrons sitting in the stadium, but to
5 patrons that, for example, may be in the
geographic vicinity of the game but that may not
currently have any tickets or that may be willing
to purchase the tickets when availability is
determined and to travel to the event.

10

In an alternative embodiment, the system
determines priority of re-allocation of seats
based first upon patrons that have seats that may
also be re-allocated. That is, the systems
15 attempts to maximize the number of re-allocations
by prioritizing the re-allocation based upon seats
that may be re-allocated after already being re-
allocated. For example, if front row seats in a
stadium are available to be re-allocated, in this
20 alternative embodiment, patrons that are in the
next closest section for example on the field
level would be upgraded first to those seats.
Then, patrons with less preferred seats, for
example, in the upper deck would be re-allocated
25 to the seats that have now become available from

the patrons that have been upgraded to the front row. Thus, using this alternative priority scheme, the present invention maximizes the re-allocation numbers. Of course, this priority algorithm may be
5 combined with additional factors, for example, relating to subscriber/patron value. As described above, additional factors may be utilized in the algorithm to determine the subscriber or set of subscribers to offer the upgrade.

10 In alternative embodiments, patrons in the vicinity of the upgraded and re-allocated patrons may optionally rate the upgraded patron, for example, for appropriate behavior, wearing of excessively large hats, drunkenness behavior, and
15 the like. These ratings may then be taken into account in the re-allocation algorithm for future upgrades to the patron.

In alternative embodiments, the patrons
20 eligible for the upgrade may be notified using standard email communications over a wireless device, mobile telephone, and/or other standard communication means. For example, standard text-to-voice and/or voice-to-text communications may
25 be used to contact the patron to evaluate whether

an upgrade will be accepted and to actually accept the upgrade.

5 In another embodiment of the invention, as indicated above, when the patron registers for ticket re-allocation and/or purchase, via for example the Internet, the patron may enter payment information at that time. Accordingly, when the patron accepts the ticket re-allocation and/or
10 purchase, the system can automatically charge the patron without the patron actually submitting/typing, for example, credit card information over a wireless device. The tickets of the present invention may be used to re-allocate
15 patrons that are sitting in the stadium and/or patrons that have already purchased tickets in the vicinity of the stadium but were unable to get seats and/or may be in the vicinity of the stadium but were unable to get seats. Since the present
20 invention re-allocates and/or sells tickets at any time prior to and/or after beginning of game time in accordance with one embodiment, the patron may be in the general vicinity of the stadium to take advantage of this embodiment of the invention or
25 even at any location when being offered upgrades

and/or seats well in advance of the game. For
example, the present invention can upgrade or sell
tickets to patrons well in advance of the game
since it advantageously is permitted or has the
5 authority to resell tickets either via ticket
holders that do not show up during the game
and/or, for example, season ticket holders that
have authorized the stadium in advance to resell
their tickets based on predetermined criteria, for
10 example, when the season ticket holder notifies
the stadium that they will not be present at next
weeks game.

In one optional embodiment of the
15 invention, the patron presents the usher with the
confirmation number which the usher can enter into
a wireless device using a local or private
wireless network, or can simply use a walkie
talkie or telephone to call the dispatcher to
20 confirm the upgrade and/or new seats using the
customer provided confirmation number. The
dispatcher will have access to the system to enter
the confirmation number to confirm the validity of
the upgrade. Alternatively, a patron will retain
25 their old ticket. The patron will give in the old

ticket to the usher which is scanned or barcoded by the usher for immediate identification of new seats and used in place of, or in addition to, confirmation number.

5

Of course, the confirmation may optionally be made via customer name with an appropriate identification card or other information. Further, alternative methods may be used to verify that the confirmation number and/or ticket being used by the patron is valid. For example, the patron may be equipped with a printing device associated with the wireless device or download an actual ticket on line from home prior to the game for the new ticket or upgrade. Alternatively, the patron may be equipped with an identifier card, optionally including a bar code with a unique identifier relating to the patron's account information and profile that can be scanned for additional convenience. Alternatively, a wireless device may be used to securely store this type of identification and/or account information.

10

15

20

In at least one alternative embodiment of the invention, the patron may comprise optionally a corporate account that has a number of tickets, for example, season tickets. In this embodiment, 5 the corporate account may have associated therewith a plurality of email addresses or other communication addresses to transmit the seat or upgrade offer to a number of potential patrons that may rotate their attendance at the games. In 10 accordance with this optional embodiment, multiple emails can be stored for a single user/corporate account, and the system may transmit individual messages to all email addresses, or may only transmit messages to individual patrons for 15 corporate account that individually advise the system that they are associated with a particular ticket/bar code for a particular game and will be/are present at a particular game.

In an alternative embodiment, patrons may 20 enter the stadium and subsequently inform the system that they are present and interested in an upgrade via a kiosk where the patron can scan a bar code and enter their customer number to be eligible for upgrades during the game. The system 25 is then able to transmit a message to the customer, assuming that the customer has pre-

registered with the system with the appropriate contact information. Alternatively, or in addition to individual use of a kiosk(s), the customer sales office may have a kiosk or additional
5 functionality to enter the customer name and/or customer account and scan in the bar coded ticket on the spot to register each patron as they enter the stadium or venue.

10 As described above, the patron may be transmitted, for example, emailed, the actual ticket or a confirmation number that they can use proceed to their seat and/or re-allocated seat. An optional graphical display via, for example, GPS,
15 as discussed above may be used to guide the patron to the new location upon acceptance, as well as to help the patron decide whether to purchase the ticket and/or upgrade. For example, a graphical map of the stadium and/or textual description may
20 be provided to the patron upon entry in the stadium to help the patron decide the quality of the upgrade and whether to accept when an offer is received by the patron at a predetermined time. The graphical map may comprise a small booklet

with a map of the stadium showing seat locations,
and optionally a game schedule.

The present invention has particular
5 benefits for stadiums that are constantly sold
out, but where patrons habitually do not show up.
For example, many stadiums are sold out by season
ticket holders that do not show up to the game on
a regular basis. The present invention permits
10 these tickets to be re-allocated in accordance
with, for example, predetermined algorithms, and
provides additional patrons a better experience.
In addition, the present invention has the benefit
of moving the patrons closer to the
15 action/players, and therefore, the ability to
support and/or motivate the players to play well.
In additional alternative embodiments, the stadium
may provide the original ticket holder a portion
of the proceeds as a result of the ticket re-
20 allocation, thereby providing additional incentive
to the ticket holder to permit their ticket to be
re-allocated (when this is a voluntary program in
the stadium). The stadium may then keep a
percentage, portion or service fee from the resale
25 and/or re-allocation of the ticket. Of course, the

above embodiment may further apply to yet another embodiment where the stadium does not offer the upgrade to patrons sitting in the stadium, but to patrons that, for example, may be in the
5 geographic vicinity of the game but that may not currently have any tickets or that may be willing to purchase the tickets when availability is determined and to travel to the event.

10 In alternative embodiments, patrons in the vicinity of the upgraded and re-allocated patrons may optionally be eligible for a dating or matching service where patrons register and provide profile information to the system and/or
15 through a third service provider dating service. Once the system knows that the patrons will be coming to the game and/or have actually checked in to the stadium, the system can then arrange for the two, four, etc. patrons to meet each other by
20 allocating and/or re-allocating seats to the patrons together. Thus, based on profile information, customer request and availability, the system is able to upgrade or sell tickets to patrons to maximize their chances of meeting
25 someone at the game. This optional feature

provides significant potential enjoyment for the patrons participating in this dating or connection program. In accordance with this embodiment, one possible sequence of acceptance steps involves

5 profile matching the two patrons (or groups of patrons) based on predetermined profile information; transmitting a first message to the first patron regarding availability of the second patron and requesting a conditional acceptance

10 form the first patron; transmitting a second message to the second patron indicating that the first patron has conditionally accepted and request the second patron to accept; and when the second patron accepts before the first patron has

15 rescinded the conditional acceptance, finalizing the upgrade and/or seat allocation for the first and second patrons. This embodiment of the invention is a complete reverse from typical dating and/or matchmaking services which attempt

20 to develop detailed algorithms for the matching process because of the significant decision that exists in determining who to spend valuable time with. In accordance with the invention, patrons are already present at the game, and therefore,

25 half or more than half the effort is already done. The remainder is to actually meet the other person

which can be accomplished with profile criteria,
whether or not the algorithms are very
sophisticated.

5 In one embodiment, the patrons that are
being matched have their original seats maintained
and not made available for other upgrades in the
event the matching does not work out early on. In
this embodiment, one or both the patrons can
10 return to their original seat. Hopefully, there
will not be a significant argument of who would
need to return to their original seat if an
upgrade is actually performed. In addition, in
accordance with this embodiment, the seats that
15 are selected do not necessarily have to be better
seats in the classical sense. That is, seats
further away from other ticket holders might be
considered preferred when matching two individuals
for the first time. Alternatively, couple that
20 would prefer a little more privacy or quieter game
might request to be moved to a more isolated area.
Alternatively, families with small children might
prefer to be moved to a less busy area as well
during the game where the children might be able
25 to freely move around. All these scenarios and/or

alternatives are possible in view of the present invention. The advantage of performing a match in a public setting is that the patrons do not have to worry about leaving or ending the date, and
5 also do not have to worry that the other person will have their home address.

In an alternative embodiment of the dating/matching service of the present invention,
10 a dating/matching service is provided to patrons that enter a predetermined location and/or geographic area. The patron can enter physically the location and/or geographic and register, for example, by manually entering data in a computer,
15 transmitting information relating to the registration of the patron via infrared, Bluetooth and/or other technology, and/or automatically register via use of GPS information associated with or used in a wireless device associated with
20 the patron. For example, patrons that enter an establishment can register upon entry that they are now present within the general location of the establishment. Upon registry, the system can implement various matching algorithms currently in
25 use by various matching services in connection

with other patrons that have also registered at the same location and/or a location in the general area that the original patron registered.

According to this embodiment, the system

5 advantageously matches individuals that have registered in the same geographic location and/or geographic locations that are in the same general area where the patrons can walk and/or drive to meet each other in the same general time frame,
10 such as the same evening, same afternoon same day, and the like.

In addition, this feature also optionally permits the patrons that have participated in the
15 program to rate one another for future dates. For example, one patron can rate the conversational benefits of the second patron, the appearance of the second patron, the overall short term versus long terms relationship goals of the patron, and
20 the like. These ratings may then be taken into account in the algorithm for future seat assignments, re-allocations and/or upgrades in the future for the first and second patrons, and all other patrons will now benefit with the additional
25 profile information of the first and second

patrons. The matching service may be for amusement or work related networking purposes, for example, to meet an executive that the patron currently works with or wishes to work with/sell in the
5 future.

In an alternative embodiment of the dating/matching service of the present invention, a dating/matching service is provided to patrons
10 that enter a predetermined location and/or geographic area. The patron can enter physically the location and/or geographic and register, for example, by manually entering data in a computer, transmitting information relating to the
15 registration of the patron via infrared, Bluetooth and/or other technology, and/or automatically register via use of GPS information associated with or used in a wireless device associated with the patron. For example, patrons that enter an
20 establishment can register upon entry that they are now present within the general location of the establishment. Upon registry, the system can implement various matching algorithms currently in use by various matching services in connection
25 with other patrons that have also registered at

the same location and/or a location in the general area that the original patron registered. According to this embodiment, the system advantageously matches individuals that have

5 registered in the same geographic location and/or geographic locations that are in the same general area where the patrons can walk and/or drive to meet each other in the same general time frame, such as the same evening, same afternoon same day,

10 and the like. In addition, the system advantageously and optionally provides the feature of allowing patrons to text message one another directly, and/or exchange pictures via wireless email, text messaging, and other wireless devices

15 that provide the standard capability of exchanging pictures, such a T Mobile and/or Sprint.

In alternative embodiments, the ticket holder can call in via a voice to text message,

20 text message and/or email and let the stadium know early that they are not coming. In this manner the ticket holder obtains the convenience of the stadium or venue reselling their tickets in advance, thereby providing the venue with

additional time to maximize the resale of the ticket.

5 In alternative embodiments, when the patron enters the stadium, they have their ticket barcoded or other device that detects their presence can be used such as infrared, Bluetooth, etc., and then they can become eligible for an upgrade. The patron can register in advance that
10 they want to receive upgrades by providing their name, message address, e.g., email, telephone text message address, etc., and optionally their credit card or other payment mechanism for upgrades that actually cost money as opposed to free upgrades.
15 In alternative embodiments, the patron can register at the ticket booth when purchasing their original ticket. In this scenario, the stadium representative can enter this information on behalf of, and with the permission of, the patron
20 since the patron may already be providing their credit card, debit card, etc. to purchase the original tickets. Alternatively or in addition, a kiosk may be provided where the patron can enter their original ticket, e.g., scan in their
25 original ticket and provide their name and text

message information in the stadium to register for a one time upgrade for the game after purchasing, for example, a regular admission ticket.

5 In alternative embodiments, an usher can verify that the patron should be upgraded by the patron providing the confirmation number that may be transmitted in real-time by the system, and/or by the patron using their original confirmation
10 number or original ticket with barcode or other identification means, such as a smart card, infrared reader, etc. that represents original ticket and presenting same to the user. The usher then needs only to scan in the original ticket and
15 the system will verify whether the patron associated with the original ticket is valid and whether the upgrade is valid.

 In alternative embodiments, a warning
20 message may be sent to the ticket holder that has not shown up to game warning them that if they do not respond within a certain time period that their seat will be re-allocated or re-assigned to another patron. Similarly, a release message may

be sent to the ticket holder after their seat has actually been released and/or re-allocated, thereby notifying the patron that if they change their mind in attending the game, they will have to obtain an additional ticket. In alternative embodiments, the ticket holder that has their seat released and re-allocated can be themselves re-allocated a similar, worse or better seat, depending on, for example, their subscriber value and/or other criteria. For example, if the patron is provided a better seat, this will encourage them to more readily give up their seats in the future even if they are attending the game. On the other hand, if the patron is provided a worse seat, then this encourages them not to artificially give up or have their seat released when attending the game. Accordingly, the present invention is designed to deal with various behavioral patterns of specific ticket holders, and may optionally and advantageously be a ticket holder specific with respect to various criteria for re-assigning, releasing, selling and/or re-allocating tickets.

In alternative embodiments, the system transmits to the ticket holder a welcome message after being upgraded and after having being moved to a new upgraded seat location. In one
5 embodiment, the system identifies that the patron has been successfully upgraded after the patron provides the usher with a confirmation number or original ticket, which is then verified by the usher and system.

10

In alternative embodiments, the system, after having identified which patrons have checked into the stadium and/or have been upgraded, transmits a trivia question and/or additional
15 advertisements to all patrons attending the game. In alternative embodiments, the information is transmitted to both patrons that are attending the game and additional patrons that have registered in the past to receive information but that are
20 not attending the game. The participants can, for example, answer trivia questions and respond with their wireless device. Depending on whether the patron is attending the game or not, the system may determine to offer or deal with each of the
25 patrons differently. For example, for patrons at

the game, winners may be successively determined and narrowed, as patrons successfully and unsuccessfully answer questions, round after round of questions in a "spelling bee" format. For patrons that are not attending the game, winners may be declared, or statistics provided to the broadcast station that can be aired on television. In yet additional alternative embodiments, instead of transmitting information/questions to the patrons via the wireless device, the information/questions are displayed on the stadium billboard for patrons at the game and/or on television for patrons that are watching the game on television. The patron can then merely respond via the device, e.g., the telephone accordingly via a voice-to-text system or via other mobile devices via text messaging.

In alternative embodiments, the present invention provides the advantage of additional advertising sponsorship to the venue. For example, in one embodiment, the venue is partitioned into different locations that may be assigned to different sponsors. In one embodiment, the sponsor that provides the most value may be

assigned a certain number of premium seats that are not available to other sponsors.

5 For example, the sponsor may offer a discount on the upgrade if you are a Verizon or Verizon Wireless customer or they credit your cell account for each seat upgrade or you get say 30 free minutes, etc. In alternative embodiments, the present invention provides the advantage of one
10 wireless provider to advertise on another wireless providers mobile phone or wireless device. For example, if Verizon Wireless is a sponsor of the upgrade system for a particular stadium, the present invention will still work with, for
15 example, AT&T, SPRINT, and CINGULAR customers. An advertisement message sent with the upgrade offer may read on the AT&T phone, "brought to you by Verizon Wireless." In an alternative embodiment of the present invention, text messaging is
20 optionally used for mobile phones to perform the message communication of the present invention. The user is only required, in one embodiment, to reply or respond with a "Yes" to accept the upgrade offer since the user has advantageously
25 pre-registered with the system, thereby minimizing the required communication/input by the user. In

an alternative embodiment, the user, instead of pre-registering with the system, is charged on their wireless or even regular telephone number bill when they accept the upgrade offer. Thus, the
5 wireless system that either administers the user's regular or wireless account or the upgrade sponsor may be responsible for actually billing the customer in this alternative embodiment.

10 In the alternative embodiment when text messaging is optionally used alone or in combination with other communication methods, the system provides the additional advantage of maximizing bandwidth usage by not requiring use of
15 bandwidth on the wireless voice system, thereby maximizing system resources.

In another alternative embodiment, the present invention optionally and
20 advantageously provides a security and/or safety feature in the event of, for example, a minor event where a parent gets separated from a child, a disaster or other event that might require evacuation of the stadium. In one embodiment, the
25 person needing help provides their name to an attendant that can search the system for the

contact information of their companion/parent. The system can thereafter send an email and/or text message to the companion/parent regarding the status of that person and provide instructions for meeting that person or arranging help, authorizing medical procedures, and the like. In another embodiment, the person requiring help, e.g., a child provides the attendant or kiosk with their ticket which can, e.g., scan the bar code or other reader system. The system can either automatically provide a text message to the parent who can then reply to the child/attendant via the kiosk to meet the child.

Alternatively, the parent can be instructed to meet the child at a predetermined location, and to stop looking for the child because the child was found. Thus, for this example, the person who is lost or separated from their party can notify security or access a kiosk. Security can, for example, notify the parent that child is in safe custody, and should not search the stadium, and therefore, meet outside stadium in a pre-specified safe place.

25

In an alternative embodiment, if a child/person is separated, the security guard/kiosk can arrange the best place to meet, either in or outside the stadium, together based on an optional global positioning system (GPS). In addition, the party with the mobile device can be provided directions on where to go to meet their party from who they have been separated.

In an alternative embodiment, the present invention may also be used in a security, defense and/or safety setting to direct patrons in a stadium for an orderly evacuation or notify patrons regarding status of a safety related event via, for example, a broadcast message including text message, email and the like. In this manner, system communication resources may be most efficiently utilized by not over-utilizing the system via voice communication, unless completely necessary. For example, the message can be broadcast in the event of an impending hurricane. In this situation, patrons in different sections get different messages, for example, to exit the stadium out of gates/exits that are either less occupied or closest to the section the patrons are sitting in. Advantageously, the present invention

has the patrons contact information, including optionally and advantageously text messaging, that can be broadcast or sent to different patrons. The advantage of text messaging is that the bandwidth
5 is more efficiently used in the event of an emergency, and there are no busy signals as in a voice network. Further, the message is send, and if the network is at capacity, the system can automatically resend or the message will be placed
10 in queue and sent as soon as capacity becomes available.

In another alternative embodiment of the invention, the security bracelets of the
15 present invention can be required to be displayed and read on exit from a venue when a parent has reported that a child has been separated. In this event, all patrons are checked when they exit the stadium. The parent can report the specific seat
20 that the child was sitting in, and then on exit, all patrons are checked. If the specific seat appears or if a child attempts to leave without scanning or presenting their bracelet, then that child can be taken into custody until their parent
25 arrives, thereby possibly preventing abduction.

For instance, in sporting venues the bracelet ticket includes the machine readable information that comprises at least one of a bar code and radio frequency identifier used for security check in, and optionally check out. In this manner, the standard reading machines that can scan the bar code or RFID information can keep track of people that have checked into the sporting event and/or venue. Advantageously, the machine readable information on the bracelet can also be used by the venue in the event the patrons seat assignment is modified, for example, via an electronic ticket exchange or upgrade program. In this embodiment, the visible indicia are no longer valid for the actual seating that may be dynamically changed and only represents optionally an initial seat assignment. However, the machine readable information may be used as a code to reference the specific patron and assign that patron a new seat. Thus, when the ticket reader scans the ticket and actually identifies, for example, the bar code, this information can be used to reference the patron, update and/or confirm the patron's current seat via the reader used, for example, by ushers in the venue, kiosk, entrance to the venue, and the like.

5 In an alternative embodiment, the security
bracelets of the present invention can be required
to be displayed and read on exit from a venue when
a parent has reported that a child has been
separated. In this event, all patrons are checked
when they exit the stadium. The parent can report
the specific seat that the child was sitting in,
and then on exit, all patrons are checked. If the
10 specific seat appears or if a child attempts to
leave without scanning or presenting their
bracelet, then that child can be taken into
custody until their parent arrives, thereby
possibly preventing abduction. This information,
15 as previously mentioned, may be visually
cognizable for the patron and in combination,
readable by electronic means if the bracelet
includes a magnetic strip, bar code imprinting, or
RF chip.

20

 In an alternative embodiment of the
present invention, the security bracelet and
ticket combination of the present invention
advantageously includes a bar code or other
25 machine readable information such as a RFID
device. When, for example, a child is separated

form their parent, the parent can notify security and the seat number associated with the child. If the child attempts to leave with their bar code/identifier, the system detects the bar
5 code/identifier as either being valid and identifying the child that is missing or being invalid and raising another red flag. In an alternative embodiment, the bar codes/identifiers associated between children and adults correspond
10 such that the child identifier must be within a predetermined time and/or number of checking out identifiers from/within the adult identifier. If this does not occur, the system determines that the child is leaving without their parent, and
15 possibly being abducted.

In an alternative embodiment, the system links one or more tickets/identifiers together and requires the tickets/identifiers to exit the venue
20 or event within a predetermined time period from one another and/or within a predetermined number of tickets/identifiers that have exited the venue and/or event. In the event that one ticket/identifier exits the venue or event and the
25 associated identifier does not, then an alarm or

other indicator occurs, and the attendants will detain the patrons that have initiated the alarm to for security purposes.

5 In an alternative embodiment, the tickets are advantageously coded with designations such as adult, child and the like. In the event a child ticket/identifier exits the stadium before the associated adult and/or more that a predetermined
10 time period and/or number of patrons exiting, the system can initiate an alarm so that an attendant can determine if a child has exited the venue or event without their parent or with a wrong parent potentially averting a kidnapping. In this
15 embodiment, an additional combination is the use of the standard fast pass feature, for example, at theme parks, and the like, where the venue records predetermined events that the user of the card enters in a faster line. In this embodiment, if a
20 child ticket/identifier is not associated with a parent ticket/identifier, for example, as described above, the child may be denied entry into the event or venue if not accompanied by their parent. In alternative embodiments, the
25 venue/event sponsor or organizer associates

tickets upon request from the patron. In addition,
in another alternative embodiment, a kiosk is
provided inside and/or outside the venue for, for
example, parents to register their tickets and
5 have them associated with their children's tickets
to prevent the child from exiting the venue without
them, for example, as described above.

In an alternative embodiment of the present
10 invention, the system and method are adapted to
utilize any type of wireless device with different
interface and communication options. For example,
different wireless devices have different
constraints with respect to the interface, e.g.,
15 number of characters, how the subject and body of
the messages are used/communicated, etc.
Accordingly, the present invention optionally
provides a protocol conversion system depending on
the type of wireless device and the wireless
20 device constraints, including message constraints
and/or the wireless communication system. In
alternative embodiments, the system determines the
wireless device provider based on the address
received from the wireless device, and is able to
25 automatically determine the type of message and/or

message constraints and transmission constraints associated therewith based for example, on real-time information or on pre-determined stored information on the device and/or communication system. Accordingly, a protocol conversion system for different wireless devices is provided by the present invention for sending and/or receiving messages, such as upgrade offers, responses, acceptances, and the like, from a variety of different users/mobile devices and wireless systems.

In another alternative embodiment of the present invention, a security bracelet is advantageously utilized, for example, such as the security bracelet disclosed in U.S. application number 10/680,207, filed on October 8, 2003, to Abraham I. Reifer, et al., and incorporated herein by reference, in the event of a reported event, security breach, abduction, and the like. In this embodiment, all patrons exiting the stadium must show their ticket and/or identifier so that the venue can check all patrons out of the stadium. Thus, for example, if two kidnappers come in the stadium, and want to use one bracelet for a child, the second kidnapper will be stranded in the stadium. In addition, if one kidnapper buys two

tickets, then upon exit with the child and the additional ticket, a barcode/identifier will be exiting without ever having checked in, and then the alarm will go off as well.

5

In another alternative embodiment, the present invention provides a broadcast message to warn patrons of an event, such as an advertisement, sale and/or even a weather related event such as a hurricane that might require the venue to be evacuated. Advantageously, in at least one embodiment, the broadcast message comprises standard text messaging that optimizes or better utilizes capacity form the communication system. Thus, when using text messaging capabilities, the present invention efficiently transmits text messages to numerous subscribers regarding, for example, exit information, contacting and/or meeting additional parties that have been separated, and the like.

20

In an alternative embodiment of the present invention, the present invention optionally provides the capability to penetrate into secondary market with season ticket holders selling ahead of time the games they will not be

25

attending. For example, the present invention optionally provides the feature for the season ticket holder and/or general ticket purchaser the ability to view in advance of the season and/or
5 game the schedule, and to alert the venue and/or stadium of games and/or events they will not be attending, thereby permitting the stadium/venue to attempt to resell the tickets to other patrons. For example, in one embodiment of the invention,
10 the patron is provided with a monthly schedule listing the events that may be attended. The patron, such as a season ticket holder, may then click or place an indicator on all games they will not be attending for the season in advance,
15 thereby providing the stadium with the ability to resell tickets well in advance of the event. Once the patron completes identifying games that will not be attended, the system then compiles a list and transmits the list to the patron for an
20 optional confirmation. This list is then used by the system to release seats well in advance of the game. In an alternative embodiment of the invention, registered users of the system for, for example, upgrades, may also be notified of seat
25 availability for sales prior to the game/event. In an alternative of this embodiment, registered

users may receive text messages, emails, and the like, notifying them advantageously of the availability of seats that heretofore have never been easily available to the public for sale,
5 thereby allowing the venue to participate in secondary market ticket sales.

In one alternative embodiment of the present invention, the system/process of the
10 present invention provides or operates as a middle person/broker between the ticket holder that is returning tickets to the venue, such as the season ticket holder, and a ticket sales system and/or company, such as tickets.com, by notifying the
15 tickets company of the newly available seats via notification by the ticket holder, such as the season ticket holder of season ticket games not being attended.

20 In one alternative embodiment of the invention, the system and/or process transmits text messages, emails and the like, to offer tickets and/or seats and/or admittance to subscribers for events and/or games with empty
25 seats even before game. Thus, the present invention allows the venue to participate in the

secondary ticket sales market and the upgrade market, thereby increasing revenue and fan loyalty.

5 Of course, all of the embodiments of the present invention may be used for any reserved seating event, and/or venue that require tickets for entry thereof.

10 In another alternative embodiment of the present invention, the use of machine readable identifiers provides advantages for, for example, the upgrade program or ticket exchange of the present invention. For example, when the upgrade,
15 re-allocation and/or electronic ticket is issued, the machine readable identifier, for example, the bar code, on the original ticket is invalidated, thereby preventing use of the invalidated ticket. Accordingly, when a new ticket holder purchases
20 the ticket from the season ticket holder, the new purchaser will be issued a new machine readable identifier, and optionally a new paper ticket. The present invention advantageously is able to handle the issuance of a new ticket and invalidates the
25 old ticket and optionally the old identifier that has, for example, been returned by the season

ticket holder, thereby providing dynamic ticketing capability.

5 In an alternative embodiment of the present invention, the new patron obtains a new identifier such as a barcode, the old bar code of, for example, the season ticket holder is invalidated. In one embodiment of the invention, season ticket holders are offered to opt in the
10 upgrade process. Various commercial incentives are possible for the season ticket holder to opt in the upgrade process, such as monetary compensation when their ticket is used for an upgrade and/or resold whether they express their intention not to
15 go to the game prior to the game, and the like. Alternatively, season ticket holders may be offered that the cost of their season tickets will, for example, remain the same as the previous year or be reduced if they participate in the
20 program. Therefore, the combination season ticket trade-in and upgrade program in one embodiment of the invention will be beneficial to season ticket holders by allowing them to trade when they already know that they have no intention of
25 attending a game, and allow the season ticket holder to recoup some cost of the season tickets

if they do not attend and their ticket is used as
an upgrade. In addition, additional patrons of the
event and/or sports team are permitted to attend
the game in locations/seats that they might never
5 have been able to obtain access to. Further, the
venue/stadium/team maximize revenues by being able
to place tickets on the secondary market when the
ticket holder notifies the venue early enough that
they are not attending the event, the venue also
10 obtains additional revenue from upgrades when
tickets are upgraded, and the venue obtains
additional fan loyalty.

In another embodiment of the present
15 invention, the system provides the ability to
advertise via email, text messaging, and the like,
for one wireless carrier on the wireless device
that is using another wireless carrier. Since the
user of the wireless device has requested the
20 service, the user appropriately receives the
communication from the ticketing system of the
present invention, and therefore, also
appropriately received the advertisement from the
wireless carrier that is different than the
25 wireless carrier that the user of the wireless may
be using at that time.

In another alternative embodiment of the present invention, offers to purchase seats either during the game or even well in advance of the game are "pushed" or transmitted out to registered users that have supplied their wireless and/or Internet addresses. For example, patrons can register in advance for the upgrade and/or regular ticket offers to purchase admittance via various methods including the Internet. When seats band/or admittance becomes available, a broadcast message or other standard messages may be transmitted to the registered patrons to notify them of the seat availability. Thus, seat offers are "pushed" to registered users that have requested this service advantageously to a wireless device and/or other address including standard telephone communication, as well as additional optional advertisements. The system, in one alternative embodiment, provides the user the option when registering to accept certain types of advertisements to be received on their wireless device via email and/or text messaging. In other embodiments, the user does not have the option of which advertisements to receive.

Advantageously, in accordance with one alternative embodiment of the present invention, if a patron decides to attend an event such as a sporting event when the patron does not have time to wait to receive paper tickets (e.g., the patron is visiting in another city/location and does not have time to wait to receive tickets via mail and is on the go), the system of the present invention transmits a ticket to the patron via, for example, a wireless communication system and/or other standard electronic communication system such as the Internet, and the patron can present their ticket, for example, on their wireless device and show up to game.

15

In another embodiment of the present invention, an interactive patron entertainment system is provided where trivia questions, for example multiple choice questions on a variety of topics, are sent to the patron via email and/or text messaging and/or displayed on the scoreboard with an address to respond, such as trivia@utixx.com. Patrons then text message and/or email and/or answer questions via voice-to-text messaging their answers. The system can then display the overall number of answers that are

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correct and incorrect, display bar graphs and the like to the event patrons by displaying on a display, such as the scoreboard of a sporting event. The system then identifies the patrons that have correctly answered the question and can then send new questions to be answered just to the previously correct patrons, thereby further narrowing the group of patrons. Successive questions can be sent, including questions that are not multiple choice and that require actual text to be entered via standard wireless device interfaces, and patrons are successively eliminated until a single or sub-set of patrons are determined to be the winners. Advantageously, the present invention provides entertainment to the patrons at the event by optionally providing successive questions throughout an event. In another alternative embodiment, simultaneously with the questions to the patrons present at the event, the present invention is also capable of sending the questions to patrons that have registered with the system, but are not at the event, for example, at home watching on the television or simply not currently involved in the game. The present invention is able to transmit the same and/or different questions to those

5 registered users as well. Further, in another
alternative embodiment of the present invention,
viewers watching the television, for example the
same event that patrons are attending, may be
presented with the same and/or different questions
as well as an address and/or telephone number to
call and provide their answer which they can
compete with patrons at the event or can be used
to provide a separate comparison of the answers
10 and/or separate winners to the contest. In this
embodiment, for example, questions may be
displayed on the television, Internet website, and
the like, during the event, and viewers watching
the television may respond to the questions as
15 described above. The system can optionally compare
the percentage of correct answers between the
television viewers and the patrons at the event,
and/or provide separate awards or a single award
to the winners from the pool of
20 television/Internet viewers and/or patrons in the
event.

In another alternative embodiment of the
present invention, the system uses a seat database
25 to determine which of the reserved seats are
currently in use. The system may integrate with

the seat database system of a venue and/or stadium or optionally be used in parallel with the seat venue/stadium database. For example, prior to the event, the system may utilize the seat database of the venue to determine available seating and patrons that do not show up after a predetermined period of time. Alternatively, the present invention can operate using a separate database from the event/venue by copying or building a separate database used for the ticketing and/or upgrading according to the present invention. In this alternative, as patrons enter the venue, they are checked in directly to this separate database. At the time of the event, the system will be able to check-in patrons using either the identification system, e.g., bar code scanner, of the event or venue, or provide a separate identification system.

20 In alternative embodiments of the invention, the patron that knows they are attending the game but is going to be late can send in a HOLD message even prior to being provided a warning message that their seats are to be released if the patron does not respond to the message with the HOLD request. That is, in this

embodiment, since the patron already knows well in advance that they are attending the game, but perhaps stuck in traffic, the patron can initiate the HOLD message before even being warned in advance of the possibility of their seat being released.

In another alternative embodiment, patrons that have registered with the system and optionally checked into the stadium and/or venue in advance and who also know that they would like an upgrade and/or ticket, may initiate their own upgrade request to the system to notify the system of their willingness to purchase an upgrade and/or new ticket for the event/venue. The system may then place these patrons on a higher priority since they have already expressed an intent and/or willingness to purchase the upgrade or ticket. The patron may notify the event and/or stadium of their willingness optionally well in advance of the game or near/after game time at a time which the patron commits or expresses an additional heightened desire to upgrade and/or purchase a ticket.

5 In alternative embodiments, the system includes the advantage of allowing patrons to register free for a predetermined period of time, for example, for the first year, without paying a yearly subscriber fee. Alternatively and/or in addition thereto, the system provides the patron with their first upgrade for free or for a reduced rate to further encourage the patron to register with the system and method of the present invention. Alternatively and/or in addition thereto, the system of the present invention offers the patron reduced and/or free concessions when purchasing a membership, ticket and/or upgrade to further encourage the patron to participate in the offers of the present invention.

20 In alternative embodiments of the present invention, the matching system and/or process, permits participants in the program to initiate a message to the system with the seat location and/or name of the patron that they would like to be matched with for a meeting, networking and/or socializing such as a date. In this embodiment, 25 the system may the push the message to the other

subscriber and assign new seats to the individuals that are to be matched. Alternatively, the system Need not require a specific confirmation that the second individual to be notified of the potential match is physically located near the first individual, but can rely on the first individual to provide that information. For example, the first individual may see a potential date in a restaurant, and may then send a message to the system with that person's name or address, that they would like to meet that other individual. In that situation, the second individual will receive a message of the possible match, and can respond and accept or reject the offer to meet. The second individual can then provide a meeting destination or the system can suggest a meeting place based on the first individual advising the system of their location, and the location of the second individual.

20

In another embodiment of the present invention, an interactive patron entertainment system is provided where trivia questions, for example multiple choice questions on a variety of topics, are sent to the patron via email and/or text messaging and/or displayed on the scoreboard

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with an address to respond, such as
trivia@utixx.com. Advantageously, the multiple
choice questions each have unique selections, such
as a1, b1, c1 and d1 for question #1; a2, b2, c2,
5 and d2 for question #2; a3, b3, c3 and d3 for
question #3, and the like. In this embodiment,
the actual timing of questions is not necessary
since each question and answer is unique.
Therefore, the speed of responding to the question
10 is immaterial to the winner of the contest and/or
correct answer. Also, in the event one patron
answers the question late, there will be no
confusion which question the patron is submitting
an answer for. Patrons text message and/or email
15 and/or answer questions via voice-to-text
messaging their answers as indicated above using
the unique set of answers, in one embodiment. In
alternative embodiments, the first predetermined
number of patrons that answer the question
20 correctly are considered the winners.

The system can then display the overall
number of answers that are correct and incorrect,
e.g., a1 50%, b1 28%, c1 12% and d1 10%, and
25 display bar graphs and the like to the event
patrons by displaying on a display, such as the

scoreboard of a sporting event. The system then identifies the patrons that have correctly answered the question and can then send new questions to be answered just to the previously correct patrons, thereby further narrowing the group of patrons. Successive questions can be sent, including questions that are not multiple choice and that require actual text to be entered via standard wireless device interfaces, and patrons are successively eliminated until a single or sub-set of patrons are determined to be the winners. Advantageously, the present invention provides entertainment to the patrons at the event by optionally providing successive questions throughout an event. In another alternative embodiment, simultaneously with the questions to the patrons present at the event, the present invention is also capable of sending the questions to patrons that have registered with the system, but are not at the event, for example, at home watching on the television or simply not currently involved in the game. The present invention is able to transmit the same and/or different questions to those registered users as well. Further, in another alternative embodiment of the present invention, viewers watching the

5 television, for example the same event that patrons are attending, may be presented with the same and/or different questions as well as an address and/or telephone number to call and provide their answer which they can compete with patrons at the event or can be used to provide a separate comparison of the answers and/or separate winners to the contest. In this embodiment, for example, questions may be displayed on the television, Internet website, and the like, during the event, and viewers watching the television may respond to the questions as described above. The system can optionally compare the percentage of correct answers between the television viewers and the patrons at the event, and/or provide separate awards or a single award to the winners from the pool of television/Internet viewers and/or patrons in the event.

20 As discussed above, one or more of the above alternative embodiments may be incorporated into the embodiments described above, and/or any of the embodiments discussed below. Furthermore, any of the embodiments of the present invention may be used for any reserved seating or other event.

FIG. 33 is a flowchart of an eleventh embodiment of the invention. In FIG. 33, the process begins by enrolling members in the program that are interested in the ticket upgrade. Tickets are checked in, for example, as the patrons enter the reserved seating area, such as a stadium or theater, through, for example, bar code readers, scanners, infrared readers, and/or manually or other method where the patron is checked in, either at the gate, seat or other location. An optional separate check in area is provided for patrons that want to participate in the upgrade program. For example, patrons can optionally check in a predetermined time before the event through a wireless device, Internet connection, manual or voice recognition telephone, or other manner. The important point is to provide a standard manner for allowing patrons to check in, and if the patron fails to check in using a predetermined procedure, to allow that seat to be provided to another willing patron in accordance with a process to be described below. The patron may check in either a predetermined time before or after the event

begins. Currently, such a process is impossible and unthinkable in view of the difficulty reserved seating events have in simply getting the patrons seated prior to the beginning of the event. The present invention represents a revolutionary process to enhance event enjoyment, earn patron loyalty and optionally provide additional revenues to the theater/stadium or optionally other patrons with the desirable ticket.

The check in procedure continues for a predetermined period of time until a predetermined time period has expired, for example, 5 minutes before the event begins, 10 minutes after the event begins, after a predetermined event, such as the second act of a play, and the like. Once the predetermined time period or event has been completed, the check in procedure may be considered completed to begin the seat re-allocation process. To begin the seat re-allocation process, a re-allocation algorithm is used to re-assign seats for patrons that are willing or interested in different or better seats. Such re-allocation processes or algorithms may include a random process, a process where

priority patrons are given priority for re-
assignment of seat, a process where patrons are
willing to pay additional for the re-assignment to
either the theater or the individual patron whose
5 seat is being provided to another patron, frequent
event patrons, season ticket patrons, a standard
bidding process, or other predetermined process.

An optional polling process to poll
10 existing members and non-members in seats to
whether additional seats are available. That is,
in another optional embodiment of the present
invention, non-members may also make their seats
available for re-allocation/re-sale at any point
15 in the process. In this additional polling
process, the next step is to determine whether
additional seats have been made available. If
additional seats have been made available, then
these additional seats are added to the list of
20 available seats.

If the patron that is identified by the
re-allocation process is determined to be present
in the theater, for example, via mobile telephone,

wireless device, and/or manual verification, an optional sub-process determines whether the patron's optional profile is also satisfied with the available seating. If the optional subscriber profile is not satisfied, then the re-allocation process searches for another possible patron. If the optional profile sub-process is satisfied, then the eligible patron is notified via one or more means, such as announcement, manually, wireless device, mobile telephone, bulletin board, and/or other means. The patron is then notified and presented with the option of moving for free, use of award points, additional money to the theater and/or patron to whose seat is being provided, or other predetermined criteria to obtain the seat. Optionally, a bidding process may be initiated that allows various patrons to bid against one another. Any standard bidding process may optionally be used. The patron, of course has the option to decline, and if so, the process continues and returns to the re-allocation process to attempt to locate another possible patron.

The patron is prompted for the method of obtaining the tickets, such as a payment method, such as credit card, debit card, cash, point redemption, or optionally a gift/prize. The patron subsequently selects a payment method. The patron's account is debited at a future time, or optionally immediately via connection to a standard clearinghouse network, such as visa network, master card network or other network via direct connection or via the Internet, and the like. If sufficient funds do not exist, then the person is cleared or rejected from the opportunity for the seat re-allocation/upgrade process. If sufficient funds do exist, then the patron's account is debited or points deducted. Alternatively, one person may purchase the upgrade on behalf of another person.

The patron then moves to the new seat, and the system then clears the patron's old seat from the system to optionally provide re-allocation of the previous seat. As indicated previously, if the patron accepts, payment of money or other means may be effectuated on the spot via the wireless device, credit card, debit card, points,

and the like, and the patron may now move to the other seat. The patron's seat may then optionally be made available as an empty seat to the re-allocation process. If a predetermined period of time has not expired, then the re-allocation process may be run again to optionally continuously re-allocate seats. The patron may optionally store the up-graded ticket on a wireless device for proof of entrance to the better seating area. Optionally, the seat and/or row and/or section, includes a separate reader device to receive optionally the original ticket that is now re-allocated to a better seat, or a new ticket that may optionally be received by the patron via the wireless device and/or manually via a worker in the theater or stadium.

In accordance with the invention, as indicated above, when the patron registers for ticket re-allocation and/or purchase, via for example the Internet, the patron may enter payment information at that time. Accordingly, when the patron accepts the ticket re-allocation and/or purchase, the system can automatically charge the patron without the patron actually

submitting/typing, for example, credit card
information over a wireless device. The tickets of
the present invention may be used to re-allocate
patrons that are sitting in the stadium and/or
5 patrons that may be in the vicinity of the stadium
but were unable to get seats. Since the present
invention re-allocates and/or sells tickets very
near to game time in accordance with one
embodiment, the patron must be in the general
10 vicinity of the stadium to take advantage of this
embodiment of the invention.

As described above, the patron may be
transmitted, for example, emailed, the actual
15 ticket or a confirmation number that they can use
proceed to their seat and/or re-allocated seat. An
optional graphical display via, for example, GPS,
as discussed above may be used to guide the patron
to the new location upon acceptance, as well as to
20 help the patron decide whether to purchase the
ticket and/or upgrade. For example, a graphical
map of the stadium and/or textual description may
be provided to the patron to help the patron
decide the quality of the upgrade and whether to
25 accept.

In one alternative embodiment, if the patron that has their ticket re-allocated in error, e.g., because the patron did not show up to the event based on the predetermined criteria but
5 the patron was still planning on attending because they forgot about their seat being re-allocated, the system can re-allocate seats immediately upon the checking in of the patron and notify them that their seats have changed because they are late. In
10 this situation, the stadium/venue might decide to further upgrade the patrons because of the mistake.

In accordance with one embodiment of the
15 present invention, the process of the present invention specifically reserves seats of the highest or very high rating that are considered preferred, in the event a patron's seat is re-allocated prematurely or erroneously. In this
20 situation, the patron who has had their seat re-allocated because they will likely receive an even better seat as a result of the mistaken (stadium or patron) or premature seat re-allocation.

In another embodiment of the present invention, as patrons are entering the venue or stadium, they are provided advantageously with a map of the stadium so patrons can analyze the potential upgrade to make a decision whether the upgraded seats are sufficiently good or of value to warrant the patron moving and/or paying for the additional upgrade. By handing the patron the map of the stadium, the process of the the present invention is not required to transmit a detailed schematic to the patron's wireless device which would not normally be able to effectively permit the patron to evaluate the proposed upgrade seats. The map that is handed out may optionally include information for patrons on where to register for the upgrade and/or additional advertisement opportunities.

In one alternative embodiment, the patron that has purchased the ticket, for example, a season ticket holder, may advise the stadium that for a particular game, set of games or all games, they do not want their seats to be re-allocated, and perhaps, an additional fee is assessed for this type of patron. If the stadium provides the

ability for the patron to selectively opt out of the seat re-allocation, the patron can, for example, connect to the system via the Internet, public switched telephone network, cellular
5 network, and the like, and notify the system that they do not want their ticket re-allocated, for example, because they are coming late to the event. Other means of notifying the system and/or other reasons may be utilized in connection with
10 the present invention.

In another alternative embodiment, the system provides patrons the ability to individually select when their tickets may be re-allocated. For example, one patron may prefer to
15 only give up their ticket if they are late to the game by 15 minutes, while another patron may be willing to give up their ticket if they have not arrived 15 minutes before the game. In alternative
20 embodiments, the stadium may provide incentives for the patron to have their ticket re-allocated prior to the game because it increases the stadiums chances of re-allocating/re-selling the ticket.

The present invention has particular benefits for stadiums that are constantly sold out, but where patrons habitually do not show up. For example, many stadiums are sold out by season ticket holders that do not show up to the game on a regular basis. The present invention permits these tickets to be re-allocated in accordance with, for example, predetermined algorithms, and provide additional patrons a better experience. In addition, the present invention has the benefit of moving the patrons closer to the action/players, and therefore, the ability to support and/or motivate the players to play well. In additional alternative embodiments, the stadium may provide the original ticket holder a portion of the proceeds as a result of the ticket re-allocation, thereby providing additional incentive to the ticket holder to permit their ticket to be re-allocated (when this is a voluntary program in the stadium). The stadium may then keep a percentage, portion or service fee from the resale and/or re-allocation of the ticket. Of course, the above embodiment may further apply to yet another embodiment where the stadium does not offer the upgrade to patrons sitting in the stadium, but to patrons that, for example, may be in the

geographic vicinity of the game but that may not currently have any tickets or that may be willing to purchase the tickets when availability is determined and to travel to the event.

5

In an alternative embodiment, the system determines priority of re-allocation of seats based first upon patrons that have seats that may also be re-allocated. That is, the systems
10 attempts to maximize the number of re-allocations by prioritizing the re-allocation based upon seats that may be re-allocated after already being re-allocated. For example, if front row seats in a stadium are available to be re-allocated, in this
15 alternative embodiment, patrons that are in the next closest section for example on the field level would be upgraded first to those seats. Then, patrons with less preferred seats, for example, in the upper deck would be re-allocated
20 to the seats that have now become available from the patrons that have been upgraded to the front row. Thus, using this alternative priority scheme, the present invention maximizes the re-allocation numbers. Of course, this priority algorithm may be
25 combined with additional factors, for example,

relating to subscriber/patron value. As described above, additional factors may be utilized in the algorithm to determine the subscriber or set of subscribers to offer the upgrade.

5 In alternative embodiments, patrons in the vicinity of the upgraded and re-allocated patrons may optionally rate the upgraded patron, for example, for appropriate behavior, wearing of
10 excessively large hats, drunkenness behavior, and the like. These ratings may then be taken into account in the re-allocation algorithm for future upgrades to the patron.

 In alternative embodiments, the patrons
15 eligible for the upgrade may be notified using standard email communications over a wireless device, mobile telephone, and/or other standard communication means. For example, standard text-to-voice and/or voice-to-text communications may
20 be used to contact the patron to evaluate whether an upgrade will be accepted and to actually accept the upgrade.

In another embodiment of the invention, as indicated above, when the patron registers for ticket re-allocation and/or purchase, via for example the Internet, the patron may enter payment information at that time. Accordingly, when the patron accepts the ticket re-allocation and/or purchase, the system can automatically charge the patron without the patron actually submitting/typing, for example, credit card information over a wireless device. The tickets of the present invention may be used to re-allocate patrons that are sitting in the stadium and/or patrons that have already purchased tickets in the vicinity of the stadium but were unable to get seats and/or may be in the vicinity of the stadium but were unable to get seats. Since the present invention re-allocates and/or sells tickets at any time prior to and/or after beginning of game time in accordance with one embodiment, the patron may be in the general vicinity of the stadium to take advantage of this embodiment of the invention or even at any location when being offered upgrades and/or seats well in advance of the game. For example, the present invention can upgrade or sell tickets to patrons well in advance of the game since it advantageously is permitted or has the

authority to resell tickets either via ticket
holders that do not show up during the game
and/or, for example, season ticket holders that
have authorized the stadium in advance to resell
5 their tickets based on predetermined criteria, for
example, when the season ticket holder notifies
the stadium that they will not be present at next
weeks game.

10 In one optional embodiment of the
invention, the patron presents the usher with the
confirmation number which the usher can enter into
a wireless device using a local or private
wireless network, or can simply use a walkie
15 talkie or telephone to call the dispatcher to
confirm the upgrade and/or new seats using the
customer provided confirmation number. The
dispatcher will have access to the system to enter
the confirmation number to confirm the validity of
20 the upgrade. Alternatively, a patron will retain
their old ticket. The patron will give in the old
ticket to the usher which is scanned or barcoded
by the usher for immediate identification of new
seats and used in place of, or in addition to,
25 confirmation number.

Of course, the confirmation may optionally be made via customer name with an appropriate identification card or other information.

5 Further, alternative methods may be used to verify that the confirmation number and/or ticket being used by the patron is valid. For example, the patron may be equipped with a printing device associated with the wireless device or download an
10 actual ticket on line from home prior to the game for the new ticket or upgrade. Alternatively, the patron may be equipped with an identifier card, optionally including a bar code with a unique identifier relating to the patron's account
15 information and profile that can be scanned for additional convenience. Alternatively, a wireless device may be used to securely store this type of identification and/or account information.

20 In at least one alternative embodiment of the invention, the patron may comprise optionally a corporate account that has a number of tickets, for example, season tickets. In this embodiment, the corporate account may have associated
25 therewith a plurality of email addresses or other

communication addresses to transmit the seat or
upgrade offer to a number of potential patrons
that may rotate their attendance at the games. In
accordance with this optional embodiment, multiple
5 emails can be stored for a single user/corporate
account, and the system may transmit individual
messages to all email addresses, or may only
transmit messages to individual patrons for
corporate account that individually advise the
10 system that they are associated with a particular
ticket/bar code for a particular game and will
be/are present at a particular game.

In an alternative embodiment, patrons may
enter the stadium and subsequently inform the
15 system that they are present and interested in an
upgrade via a kiosk where the patron can scan a
bar code and enter their customer number to be
eligible for upgrades during the game. The system
is then able to transmit a message to the
20 customer, assuming that the customer has pre-
registered with the system with the appropriate
contact information. Alternatively, or in addition
to individual use of a kiosk(s), the customer
sales office may have a kiosk or additional
25 functionality to enter the customer name and/or
customer account and scan in the bar coded ticket

on the spot to register each patron as they enter the stadium or venue.

As described above, the patron may be
5 transmitted, for example, emailed, the actual
ticket or a confirmation number that they can use
proceed to their seat and/or re-allocated seat. An
optional graphical display via, for example, GPS,
as discussed above may be used to guide the patron
10 to the new location upon acceptance, as well as to
help the patron decide whether to purchase the
ticket and/or upgrade. For example, a graphical
map of the stadium and/or textual description may
be provided to the patron upon entry in the
15 stadium to help the patron decide the quality of
the upgrade and whether to accept when an offer is
received by the patron at a predetermined time.
The graphical map may comprise a small booklet
with a map of the stadium showing seat locations,
20 and optionally a game schedule.

The present invention has particular
benefits for stadiums that are constantly sold
out, but where patrons habitually do not show up.

For example, many stadiums are sold out by season ticket holders that do not show up to the game on a regular basis. The present invention permits these tickets to be re-allocated in accordance with, for example, predetermined algorithms, and provides additional patrons a better experience. In addition, the present invention has the benefit of moving the patrons closer to the action/players, and therefore, the ability to support and/or motivate the players to play well. In additional alternative embodiments, the stadium may provide the original ticket holder a portion of the proceeds as a result of the ticket re-allocation, thereby providing additional incentive to the ticket holder to permit their ticket to be re-allocated (when this is a voluntary program in the stadium). The stadium may then keep a percentage, portion or service fee from the resale and/or re-allocation of the ticket. Of course, the above embodiment may further apply to yet another embodiment where the stadium does not offer the upgrade to patrons sitting in the stadium, but to patrons that, for example, may be in the geographic vicinity of the game but that may not currently have any tickets or that may be willing

to purchase the tickets when availability is
determined and to travel to the event.

5 In alternative embodiments, patrons in the
vicinity of the upgraded and re-allocated patrons
may optionally be eligible for a dating or
matching service where patrons register and
provide profile information to the system and/or
through a third service provider dating service.
10 Once the system knows that the patrons will be
coming to the game and/or have actually checked in
to the stadium, the system can then arrange for
the two, four, etc. patrons to meet each other by
allocating and/or re-allocating seats to the
15 patrons together. Thus, based on profile
information, customer request and availability,
the system is able to upgrade or sell tickets to
patrons to maximize their chances of meeting
someone at the game. This optional feature
20 provides significant potential enjoyment for the
patrons participating in this dating or connection
program. In accordance with this embodiment, one
possible sequence of acceptance steps involves
profile matching the two patrons (or groups of
25 patrons) based on predetermined profile

information; transmitting a first message to the first patron regarding availability of the second patron and requesting a conditional acceptance form the first patron; transmitting a second
5 message to the second patron indicating that the first patron has conditionally accepted and request the second patron to accept; and when the second patron accepts before the first patron has rescinded the conditional acceptance, finalizing
10 the upgrade and/or seat allocation for the first and second patrons. This embodiment of the invention is a complete reverse from typical dating and/or matchmaking services which attempt to develop detailed algorithms for the matching
15 process because of the significant decision that exists in determining who to spend valuable time with. In accordance with the invention, patrons are already present at the game, and therefore, half or more than half the effort is already done.
20 The remainder is to actually meet the other person which can be accomplished with profile criteria, whether or not the algorithms are very sophisticated.

In one embodiment, the patrons that are being matched have their original seats maintained and not made available for other upgrades in the event the matching does not work out early on. In
5 this embodiment, one or both the patrons can return to their original seat. Hopefully, there will not be a significant argument of who would need to return to their original seat if an upgrade is actually performed. In addition, in
10 accordance with this embodiment, the seats that are selected do not necessarily have to be better seats in the classical sense. That is, seats further away from other ticket holders might be considered preferred when matching two individuals
15 for the first time. Alternatively, couple that would prefer a little more privacy or quieter game might request to be moved to a more isolated area. Alternatively, families with small children might prefer to be moved to a less busy area as well
20 during the game where the children might be able to freely move around. All these scenarios and/or alternatives are possible in view of the present invention. The advantage of performing a match in a public setting is that the patrons do not have
25 to worry about leaving or ending the date, and

also do not have to worry that the other person will have their home address.

In an alternative embodiment of the
5 dating/matching service of the present invention,
a dating/matching service is provided to patrons
that enter a predetermined location and/or
geographic area. The patron can enter physically
the location and/or geographic and register, for
10 example, by manually entering data in a computer,
transmitting information relating to the
registration of the patron via infrared, Bluetooth
and/or other technology, and/or automatically
register via use of GPS information associated
15 with or used in a wireless device associated with
the patron. For example, patrons that enter an
establishment can register upon entry that they
are now present within the general location of the
establishment. Upon registry, the system can
20 implement various matching algorithms currently in
use by various matching services in connection
with other patrons that have also registered at
the same location and/or a location in the general
area that the original patron registered.
25 According to this embodiment, the system

advantageously matches individuals that have
registered in the same geographic location and/or
geographic locations that are in the same general
area where the patrons can walk and/or drive to
5 meet each other in the same general time frame,
such as the same evening, same afternoon same day,
and the like.

In addition, this feature also optionally
10 permits the patrons that have participated in the
program to rate one another for future dates. For
example, one patron can rate the conversational
benefits of the second patron, the appearance of
the second patron, the overall short term versus
15 long terms relationship goals of the patron, and
the like. These ratings may then be taken into
account in the algorithm for future seat
assignments, re-allocations and/or upgrades in the
future for the first and second patrons, and all
20 other patrons will now benefit with the additional
profile information of the first and second
patrons. The matching service may be for amusement
or work related networking purposes, for example,
to meet an executive that the patron currently

works with or wishes to work with/sell in the future.

In an alternative embodiment of the dating/matching service of the present invention, a dating/matching service is provided to patrons that enter a predetermined location and/or geographic area. The patron can enter physically the location and/or geographic and register, for example, by manually entering data in a computer, transmitting information relating to the registration of the patron via infrared, Bluetooth and/or other technology, and/or automatically register via use of GPS information associated with or used in a wireless device associated with the patron. For example, patrons that enter an establishment can register upon entry that they are now present within the general location of the establishment. Upon registry, the system can implement various matching algorithms currently in use by various matching services in connection with other patrons that have also registered at the same location and/or a location in the general area that the original patron registered. According to this embodiment, the system

5 advantageously matches individuals that have
registered in the same geographic location and/or
geographic locations that are in the same general
area where the patrons can walk and/or drive to
meet each other in the same general time frame,
such as the same evening, same afternoon same day,
and the like. In addition, the system
advantageously and optionally provides the feature
of allowing patrons to text message one another
10 directly, and/or exchange pictures via wireless
email, text messaging, and other wireless devices
that provide the standard capability of exchanging
pictures, such a T Mobile and/or Sprint.

15 In alternative embodiments, the ticket
holder can call in via a voice to text message,
text message and/or email and let the stadium know
early that they are not coming. In this manner the
ticket holder obtains the convenience of the
20 stadium or venue reselling their tickets in
advance, thereby providing the venue with
additional time to maximize the resale of the
ticket.

In alternative embodiments, when the patron enters the stadium, they have their ticket barcoded or other device that detects their presence can be used such as infrared, Bluetooth, etc., and then they can become eligible for an upgrade. The patron can register in advance that they want to receive upgrades by providing their name, message address, e.g., email, telephone text message address, etc., and optionally their credit card or other payment mechanism for upgrades that actually cost money as opposed to free upgrades. In alternative embodiments, the patron can register at the ticket booth when purchasing their original ticket. In this scenario, the stadium representative can enter this information on behalf of, and with the permission of, the patron since the patron may already be providing their credit card, debit card, etc. to purchase the original tickets. Alternatively or in addition, a kiosk may be provided where the patron can enter their original ticket, e.g., scan in their original ticket and provide their name and text message information in the stadium to register for a one time upgrade for the game after purchasing, for example, a regular admission ticket.

5 In alternative embodiments, an usher can
verify that the patron should be upgraded by the
patron providing the confirmation number that may
be transmitted in real-time by the system, and/or
10 by the patron using their original confirmation
number or original ticket with barcode or other
identification means, such as a smart card,
infrared reader, etc. that represents original
ticket and presenting same to the user. The usher
15 then needs only to scan in the original ticket and
the system will verify whether the patron
associated with the original ticket is valid and
whether the upgrade is valid.

15 In alternative embodiments, a warning
message may be sent to the ticket holder that has
not shown up to game warning them that if they do
not respond within a certain time period that
their seat will be re-allocated or re-assigned to
20 another patron. Similarly, a release message may
be sent to the ticket holder after their seat has
actually been released and/or re-allocated,
thereby notifying the patron that if they change
their mind in attending the game, they will have
25 to obtain an additional ticket. In alternative

embodiments, the ticket holder that has their seat released and re-allocated can be themselves re-allocated a similar, worse or better seat, depending on, for example, their subscriber value and/or other criteria. For example, if the patron is provided a better seat, this will encourage them to more readily give up their seats in the future even if they are attending the game. On the other hand, if the patron is provided a worse seat, then this encourages them not to artificially give up or have their seat released when attending the game. Accordingly, the present invention is designed to deal with various behavioral patterns of specific ticket holders, and may optionally and advantageously be a ticket holder specific with respect to various criteria for re-assigning, releasing, selling and/or re-allocating tickets.

20 In alternative embodiments, the system transmits to the ticket holder a welcome message after being upgraded and after having being moved to a new upgraded seat location. In one embodiment, the system identifies that the patron has been successfully upgraded after the patron

provides the usher with a confirmation number or original ticket, which is then verified by the usher and system.

5 In alternative embodiments, the system, after having identified which patrons have checked into the stadium and/or have been upgraded, transmits a trivia question and/or additional advertisements to all patrons attending the game.

10 In alternative embodiments, the information is transmitted to both patrons that are attending the game and additional patrons that have registered in the past to receive information but that are not attending the game. The participants can, for

15 example, answer trivia questions and respond with their wireless device. Depending on whether the patron is attending the game or not, the system may determine to offer or deal with each of the patrons differently. For example, for patrons at

20 the game, winners may be successively determined and narrowed, as patrons successfully and unsuccessfully answer questions, round after round of questions in a "spelling bee" format. For patrons that are not attending the game, winners

25 may be declared, or statistics provided to the

broadcast station that can be aired on television.
In yet additional alternative embodiments, instead
of transmitting information/questions to the
patrons via the wireless device, the
5 information/questions are displayed on the stadium
billboard for patrons at the game and/or on
television for patrons that are watching the game
on television. The patron can then merely respond
via the device, e.g., the telephone accordingly
10 via a voice-to-text system or via other mobile
devices via text messaging.

In alternative embodiments, the
present invention provides the advantage of
15 additional advertising sponsorship to the venue.
For example, in one embodiment, the venue is
partitioned into different locations that may be
assigned to different sponsors. In one embodiment,
the sponsor that provides the most value may be
20 assigned a certain number of premium seats that
are not available to other sponsors.

For example, the sponsor may offer a
discount on the upgrade if you are a Verizon or
25 Verizon Wireless customer or they credit your cell
account for each seat upgrade or you get say 30

free minutes, etc. In alternative embodiments, the present invention provides the advantage of one wireless provider to advertise on another wireless providers mobile phone or wireless device. For

5 example, if Verizon Wireless is a sponsor of the upgrade system for a particular stadium, the present invention will still work with, for example, AT&T, SPRINT, and CINGULAR customers. An advertisement message sent with the upgrade offer

10 may read on the AT&T phone, "brought to you by Verizon Wireless." In an alternative embodiment of the present invention, text messaging is optionally used for mobile phones to perform the message communication of the present invention.

15 The user is only required, in one embodiment, to reply or respond with a "Yes" to accept the upgrade offer since the user has advantageously pre-registered with the system, thereby minimizing the required communication/input by the user. In

20 an alternative embodiment, the user, instead of pre-registering with the system, is charged on their wireless or even regular telephone number bill when they accept the upgrade offer. Thus, the wireless system that either administers the user's

25 regular or wireless account or the upgrade sponsor

may be responsible for actually billing the customer in this alternative embodiment.

5 In the alternative embodiment when
text messaging is optionally used alone or in
combination with other communication methods, the
system provides the additional advantage of
maximizing bandwidth usage by not requiring use of
bandwidth on the wireless voice system, thereby
10 maximizing system resources.

 In another alternative embodiment,
the present invention optionally and
advantageously provides a security and/or safety
15 feature in the event of, for example, a minor
event where a parent gets separated from a child,
a disaster or other event that might require
evacuation of the stadium. In one embodiment, the
person needing help provides their name to an
20 attendant that can search the system for the
contact information of their companion/parent. The
system can thereafter send an email and/or text
message to the companion/parent regarding the
status of that person and provide instructions for
25 meeting that person or arranging help, authorizing
medical procedures, and the like. In another

embodiment, the person requiring help, e.g., a
child provides the attendant or kiosk with their
ticket which can, e.g., scan the bar code or other
reader system. The system can either automatically
5 provide a text message to the parent who can then
reply to the child/attendant via the kiosk to meet
the child.

Alternatively, the parent can be
10 instructed to meet the child at a predetermined
location, and to stop looking for the child
because the child was found. Thus, for this
example, the person who is lost or separated from
their party can notify security or access a kiosk.
15 Security can, for example, notify the parent that
child is in safe custody, and should not search
the stadium, and therefore, meet outside stadium
in a pre-specified safe place.

20
In an alternative embodiment, if a
child/person is separated, the security
guard/kiosk can arrange the best place to meet,
either in or outside the stadium, together based
25 on an optional global positioning system (GPS). In
addition, the party with the mobile device can be

provided directions on where to go to meet their party from who they have been separated.

5 In an alternative embodiment, the present invention may also be used in a security, defense and/or safety setting to direct patrons in a stadium for an orderly evacuation or notify patrons regarding status of a safety related event via, for example, a broadcast message including
10 text message, email and the like. In this manner, system communication resources may be most efficiently utilized by not over-utilizing the system via voice communication, unless completely necessary. For example, the message can be
15 broadcast in the event of an impending hurricane. In this situation, patrons in different sections get different messages, for example, to exit the stadium out of gates/exits that are either less occupied or closest to the section the patrons are
20 sitting in. Advantageously, the present invention has the patrons contact information, including optionally and advantageously text messaging, that can be broadcast or sent to different patrons. The advantage of text messaging is that the bandwidth
25 is more efficiently used in the event of an emergency, and there are no busy signals as in a

voice network. Further, the message is send, and
if the network is at capacity, the system can
automatically resend or the message will be placed
in queue and sent as soon as capacity becomes
5 available.

In another alternative embodiment of
the invention, the security bracelets of the
present invention can be required to be displayed
10 and read on exit from a venue when a parent has
reported that a child has been separated. In this
event, all patrons are checked when they exit the
stadium. The parent can report the specific seat
that the child was sitting in, and then on exit,
15 all patrons are checked. If the specific seat
appears or if a child attempts to leave without
scanning or presenting their bracelet, then that
child can be taken into custody until their parent
arrives, thereby possibly preventing abduction.

20
For instance, in sporting venues the
bracelet ticket includes the machine readable
information that comprises at least one of a bar
code and radio frequency identifier used for
25 security check in, and optionally check out. In
this manner, the standard reading machines that

can scan the bar code or RFID information can keep track of people that have checked into the sporting event and/or venue. Advantageously, the machine readable information on the bracelet can

5 also be used by the venue in the event the patrons seat assignment is modified, for example, via an electronic ticket exchange or upgrade program. In this embodiment, the visible indicia are no longer valid for the actual seating that may be

10 dynamically changed and only represents optionally an initial seat assignment. However, the machine readable information may be used as a code to reference the specific patron and assign that patron a new seat. Thus, when the ticket reader

15 scans the ticket and actually identifies, for example, the bar code, this information can be used to reference the patron, update and/or confirm the patron's current seat via the reader used, for example, by ushers in the venue, kiosk,

20 entrance to the venue, and the like.

In an alternative embodiment, the security bracelets of the present invention can be required to be displayed and read on exit from a venue when

25 a parent has reported that a child has been separated. In this event, all patrons are checked

when they exit the stadium. The parent can report the specific seat that the child was sitting in, and then on exit, all patrons are checked. If the specific seat appears or if a child attempts to
5 leave without scanning or presenting their bracelet, then that child can be taken into custody until their parent arrives, thereby possibly preventing abduction. This information, as previously mentioned, may be visually
10 cognizable for the patron and in combination, readable by electronic means if the bracelet includes a magnetic strip, bar code imprinting, or RF chip.

15 In an alternative embodiment of the present invention, the security bracelet and ticket combination of the present invention advantageously includes a bar code or other machine readable information such as a RFID
20 device. When, for example, a child is separated from their parent, the parent can notify security and the seat number associated with the child. If the child attempts to leave with their bar code/identifier, the system detects the bar
25 code/identifier as either being valid and identifying the child that is missing or being

invalid and raising another red flag. In an
alternative embodiment, the bar codes/identifiers
associated between children and adults correspond
such that the child identifier must be within a
5 predetermined time and/or number of checking out
identifiers from/within the adult identifier. If
this does not occur, the system determines that
the child is leaving without their parent, and
possibly being abducted.

10

In an alternative embodiment, the system
links one or more tickets/identifiers together and
requires the tickets/identifiers to exit the venue
or event within a predetermined time period from
15 one another and/or within a predetermined number
of tickets/identifiers that have exited the venue
and/or event. In the event that one
ticket/identifier exits the venue or event and the
associated identifier does not, then an alarm or
20 other indicator occurs, and the attendants will
detain the patrons that have initiated the alarm
to for security purposes.

In an alternative embodiment, the tickets are advantageously coded with designations such as adult, child and the like. In the event a child ticket/identifier exits the stadium before the associated adult and/or more that a predetermined time period and/or number of patrons exiting, the system can initiate an alarm so that an attendant can determine if a child has exited the venue or event without their parent or with a wrong parent potentially averting a kidnapping. In this embodiment, an additional combination is the use of the standard fast pass feature, for example, at theme parks, and the like, where the venue records predetermined events that the user of the card enters in a faster line. In this embodiment, if a child ticket/identifier is not associated with a parent ticket/identifier, for example, as described above, the child may be denied entry into the event or venue if not accompanied by their parent. In alternative embodiments, the venue/event sponsor or organizer associates tickets upon request from the patron. In addition, in another alternative embodiment, a kiosk is provided inside and/or outside the venue for, for example, parents to register their tickets and have them associated with their children's tickets

to prevent the child from exiting the venue without them, for example, as described above.

5 In an alternative embodiment of the present invention, the system and method are adapted to utilize any type of wireless device with different interface and communication options. For example, different wireless devices have different constraints with respect to the interface, e.g.,
10 number of characters, how the subject and body of the messages are used/communicated, etc. Accordingly, the present invention optionally provides a protocol conversion system depending on the type of wireless device and the wireless
15 device constraints, including message constraints and/or the wireless communication system. In alternative embodiments, the system determines the wireless device provider based on the address received from the wireless device, and is able to
20 automatically determine the type of message and/or message constraints and transmission constraints associated therewith based for example, on real-time information or on pre-determined stored information on the device and/or communication
25 system. Accordingly, a protocol conversion system

for different wireless devices is provided by the present invention for sending and/or receiving messages, such as upgrade offers, responses, acceptances, and the like, from a variety of different users/mobile devices and wireless systems.

In another alternative embodiment of the present invention, a security bracelet is advantageously utilized, for example, such as the security bracelet disclosed in U.S. application number 10/680,207, filed on October 8, 2003, to Abraham I. Reifer, et al., and incorporated herein by reference, in the event of a reported event, security breach, abduction, and the like. In this embodiment, all patrons exiting the stadium must show their ticket and/or identifier so that the venue can check all patrons out of the stadium. Thus, for example, if two kidnappers come in the stadium, and want to use one bracelet for a child, the second kidnapper will be stranded in the stadium. In addition, if one kidnapper buys two tickets, then upon exit with the child and the additional ticket, a barcode/identifier will be exiting without ever having checked in, and then the alarm will go off as well.

In another alternative embodiment, the present invention provides a broadcast message to warn patrons of an event, such as an advertisement, sale and/or even a weather related event such as a hurricane that might require the venue to be evacuated. Advantageously, in at least one embodiment, the broadcast message comprises standard text messaging that optimizes or better utilizes capacity form the communication system. Thus, when using text messaging capabilities, the present invention efficiently transmits text messages to numerous subscribers regarding, for example, exit information, contacting and/or meeting additional parties that have been separated, and the like.

In an alternative embodiment of the present invention, the present invention optionally provides the capability to penetrate into secondary market with season ticket holders selling ahead of time the games they will not be attending. For example, the present invention optionally provides the feature for the season ticket holder and/or general ticket purchaser the ability to view in advance of the season and/or game the schedule, and to alert the venue and/or

stadium of games and/or events they will not be attending, thereby permitting the stadium/venue to attempt to resell the tickets to other patrons. For example, in one embodiment of the invention,

5 the patron is provided with a monthly schedule listing the events that may be attended. The patron, such as a season ticket holder, may then click or place an indicator on all games they will not be attending for the season in advance,

10 thereby providing the stadium with the ability to resell tickets well in advance of the event. Once the patron completes identifying games that will not be attended, the system then compiles a list and transmits the list to the patron for an

15 optional confirmation. This list is then used by the system to release seats well in advance of the game. In an alternative embodiment of the invention, registered users of the system for, for example, upgrades, may also be notified of seat

20 availability for sales prior to the game/event. In an alternative of this embodiment, registered users may receive text messages, emails, and the like, notifying them advantageously of the availability of seats that heretofore have never

25 been easily available to the public for sale,

thereby allowing the venue to participate in
secondary market ticket sales.

5 In one alternative embodiment of the
present invention, the system/process of the
present invention provides or operates as a middle
person/broker between the ticket holder that is
returning tickets to the venue, such as the season
ticket holder, and a ticket sales system and/or
10 company, such as tickets.com, by notifying the
tickets company of the newly available seats via
notification by the ticket holder, such as the
season ticket holder of season ticket games not
being attended.

15

 In one alternative embodiment of the
invention, the system and/or process transmits
text messages, emails and the like, to offer
tickets and/or seats and/or admittance to
20 subscribers for events and/or games with empty
seats even before game. Thus, the present
invention allows the venue to participate in the
secondary ticket sales market and the upgrade
market, thereby increasing revenue and fan
25 loyalty.

Of course, all of the embodiments of the present invention may be used for any reserved seating event, and/or venue that require tickets for entry thereof.

5

In another alternative embodiment of the present invention, the use of machine readable identifiers provides advantages for, for example, the upgrade program or ticket exchange of the present invention. For example, when the upgrade, re-allocation and/or electronic ticket is issued, the machine readable identifier, for example, the bar code, on the original ticket is invalidated, thereby preventing use of the invalidated ticket. Accordingly, when a new ticket holder purchases the ticket from the season ticket holder, the new purchaser will be issued a new machine readable identifier, and optionally a new paper ticket. The present invention advantageously is able to handle the issuance of a new ticket and invalidates the old ticket and optionally the old identifier that has, for example, been returned by the season ticket holder, thereby providing dynamic ticketing capability.

25

In an alternative embodiment of the present invention, the new patron obtains a new identifier such as a barcode, the old bar code of, for example, the season ticket holder is
5 invalidated. In one embodiment of the invention, season ticket holders are offered to opt in the upgrade process. Various commercial incentives are possible for the season ticket holder to opt in the upgrade process, such as monetary compensation
10 when their ticket is used for an upgrade and/or resold whether they express their intention not to go to the game prior to the game, and the like. Alternatively, season ticket holders may be offered that the cost of their season tickets
15 will, for example, remain the same as the previous year or be reduced if they participate in the program. Therefore, the combination season ticket trade-in and upgrade program in one embodiment of the invention will be beneficial to season ticket
20 holders by allowing them to trade when they already know that they have no intention of attending a game, and allow the season ticket holder to recoup some cost of the season tickets if they do not attend and their ticket is used as
25 an upgrade. In addition, additional patrons of the event and/or sports team are permitted to attend

the game in locations/seats that they might never
have been able to obtain access to. Further, the
venue/stadium/team maximize revenues by being able
to place tickets on the secondary market when the
5 ticket holder notifies the venue early enough that
they are not attending the event, the venue also
obtains additional revenue from upgrades when
tickets are upgraded, and the venue obtains
additional fan loyalty.

10

In another embodiment of the present
invention, the system provides the ability to
advertise via email, text messaging, and the like,
for one wireless carrier on the wireless device
15 that is using another wireless carrier. Since the
user of the wireless device has requested the
service, the user appropriately receives the
communication from the ticketing system of the
present invention, and therefore, also
20 appropriately received the advertisement from the
wireless carrier that is different than the
wireless carrier that the user of the wireless may
be using at that time.

25

In another alternative embodiment of the
present invention, offers to purchase seats either

during the game or even well in advance of the game are "pushed" or transmitted out to registered users that have supplied their wireless and/or Internet addresses. For example, patrons can

5 register in advance for the upgrade and/or regular ticket offers to purchase admittance via various methods including the Internet. When seats band/or admittance becomes available, a broadcast message or other standard messages may be transmitted to

10 the registered patrons to notify them of the seat availability. Thus, seat offers are "pushed" to registered users that have requested this service advantageously to a wireless device and/or other address including standard telephone

15 communication, as well as additional optional advertisements. The system, in one alternative embodiment, provides the user the option when registering to accept certain types of advertisements to be received on their wireless

20 device via email and/or text messaging. In other embodiments, the user does not have the option of which advertisements to receive.

Advantageously, in accordance with one

25 alternative embodiment of the present invention, if a patron decides to attend an event such as a

5 sporting event when the patron does not have time
to wait to receive paper tickets (e.g., the patron
is visiting in another city/location and does not
have time to wait to receive tickets via mail and
is on the go), the system of the present invention
transmits a ticket to the patron via, for example,
a wireless communication system and/or other
standard electronic communication system such as
the Internet, and the patron can present their
10 ticket, for example, on their wireless device and
show up to game.

In another embodiment of the present
invention, an interactive patron entertainment
15 system is provided where trivia questions, for
example multiple choice questions on a variety of
topics, are sent to the patron via email and/or
text messaging and/or displayed on the scoreboard
with an address to respond, such as
20 trivia@utixx.com. Patrons then text message and/or
email and/or answer questions via voice-to-text
messaging their answers. The system can then
display the overall number of answers that are
correct and incorrect, display bar graphs and the
25 like to the event patrons by displaying on a
display, such as the scoreboard of a sporting

event. The system then identifies the patrons that have correctly answered the question and can then send new questions to be answered just to the previously correct patrons, thereby further
5 narrowing the group of patrons. Successive questions can be sent, including questions that are not multiple choice and that require actual text to be entered via standard wireless device interfaces, and patrons are successively
10 eliminated until a single or sub-set of patrons are determined to be the winners. Advantageously, the present invention provides entertainment to the patrons at the event by optionally providing successive questions throughout an event. In
15 another alternative embodiment, simultaneously with the questions to the patrons present at the event, the present invention is also capable of sending the questions to patrons that have registered with the system, but are not at the
20 event, for example, at home watching on the television or simply not currently involved in the game. The present invention is able to transmit the same and/or different questions to those registered users as well. Further, in another
25 alternative embodiment of the present invention, viewers watching the television, for example the

same event that patrons are attending, may be presented with the same and/or different questions as well as an address and/or telephone number to call and provide their answer which they can
5 compete with patrons at the event or can be used to provide a separate comparison of the answers and/or separate winners to the contest. In this embodiment, for example, questions may be displayed on the television, Internet website, and
10 the like, during the event, and viewers watching the television may respond to the questions as described above. The system can optionally compare the percentage of correct answers between the television viewers and the patrons at the event,
15 and/or provide separate awards or a single award to the winners from the pool of television/Internet viewers and/or patrons in the event.

20 In another alternative embodiment of the present invention, the system uses a seat database to determine which of the reserved seats are currently in use. The system may integrate with the seat database system of a venue and/or stadium
25 or optionally be used in parallel with the seat venue/stadium database. For example, prior to the

event, the system may utilize the seat database of the venue to determine available seating and patrons that do not show up after a predetermined period of time. Alternatively, the present
5 invention can operate using a separate database from the event/venue by copying or building a separate database used for the ticketing and/or upgrading according to the present invention. In this alternative, as patrons enter the venue, they
10 are checked in directly to this separate database. At the time of the event, the system will be able to check-in patrons using either the identification system, e.g., bar code scanner, of the event or venue, or provide a separate
15 identification system.

In alternative embodiments of the invention, the patron that knows they are attending the game but is going to be late can
20 send in a HOLD message even prior to being provided a warning message that their seats are to be released if the patron does not respond to the message with the HOLD request. That is, in this embodiment, since the patron already knows well in
25 advance that they are attending the game, but perhaps stuck in traffic, the patron can initiate

the HOLD message before even being warned in advance of the possibility of their seat being released.

5 In another alternative embodiment, patrons that have registered with the system and optionally checked into the stadium and/or venue in advance and who also know that they would like an upgrade and/or ticket, may initiate their own
10 upgrade request to the system to notify the system of their willingness to purchase an upgrade and/or new ticket for the event/venue. The system may then place these patrons on a higher priority since they have already expressed an intent
15 and/or willingness to purchase the upgrade or ticket. The patron may notify the event and/or stadium of their willingness optionally well in advance of the game or near/after game time at a time which the patron commits or expresses an
20 additional heightened desire to upgrade and/or purchase a ticket.

 In alternative embodiments, the system includes the advantage of allowing patrons to
25 register free for a predetermined period of time, for example, for the first year, without paying a

yearly subscriber fee. Alternatively and/or in addition thereto, the system provides the patron with their first upgrade for free or for a reduced rate to further encourage the patron to register with the system and method of the present invention. Alternatively and/or in addition thereto, the system of the present invention offers the patron reduced and/or free concessions when purchasing a membership, ticket and/or upgrade to further encourage the patron to participate in the offers of the present invention.

In alternative embodiments of the present invention, the matching system and/or process, permits participants in the program to initiate a message to the system with the seat location and/or name of the patron that they would like to be matched with for a meeting, networking and/or socializing such as a date. In this embodiment, the system may the push the message to the other subscriber and assign new seats to the individuals that are to be matched. Alternatively, the system Need not require a specific confirmation that the second individual to be notified of the potential match is physically located near the first

individual, but can rely on the first individual
to provide that information. For example, the
first individual may see a potential date in a
restaurant, and may then send a message to the
5 system with that person's name or address, that
they would like to meet that other individual. In
that situation, the second individual will receive
a message of the possible match, and can respond
and accept or reject the offer to meet. The second
10 individual can then provide a meeting destination
or the system can suggest a meeting place based on
the first individual advising the system of their
location, and the location of the second
individual.

15

In another embodiment of the present
invention, an interactive patron entertainment
system is provided where trivia questions, for
example multiple choice questions on a variety of
20 topics, are sent to the patron via email and/or
text messaging and/or displayed on the scoreboard
with an address to respond, such as
trivia@utixx.com. Advantageously, the multiple
choice questions each have unique selections, such
25 as a1, b1, c1 and d1 for question #1; a2, b2, c2,
and d2 for question #2; a3, b3, c3 and d3 for

question #3, and the like. In this embodiment, the actual timing of questions is not necessary since each question and answer is unique. Therefore, the speed of responding to the question is immaterial to the winner of the contest and/or correct answer. Also, in the event one patron answers the question late, there will be no confusion which question the patron is submitting an answer for. Patrons text message and/or email and/or answer questions via voice-to-text messaging their answers as indicated above using the unique set of answers, in one embodiment. In alternative embodiments, the first predetermined number of patrons that answer the question correctly are considered the winners.

The system can then display the overall number of answers that are correct and incorrect, e.g., a1 50%, b1 28%, c1 12% and d1 10%, and display bar graphs and the like to the event patrons by displaying on a display, such as the scoreboard of a sporting event. The system then identifies the patrons that have correctly answered the question and can then send new questions to be answered just to the previously correct patrons, thereby further narrowing the

group of patrons. Successive questions can be sent, including questions that are not multiple choice and that require actual text to be entered via standard wireless device interfaces, and

5 patrons are successively eliminated until a single or sub-set of patrons are determined to be the winners. Advantageously, the present invention provides entertainment to the patrons at the event by optionally providing successive questions

10 throughout an event. In another alternative embodiment, simultaneously with the questions to the patrons present at the event, the present invention is also capable of sending the questions to patrons that have registered with the system,

15 but are not at the event, for example, at home watching on the television or simply not currently involved in the game. The present invention is able to transmit the same and/or different questions to those registered users as well.

20 Further, in another alternative embodiment of the present invention, viewers watching the television, for example the same event that patrons are attending, may be presented with the same and/or different questions as well as an

25 address and/or telephone number to call and provide their answer which they can compete with

patrons at the event or can be used to provide a separate comparison of the answers and/or separate winners to the contest. In this embodiment, for example, questions may be displayed on the television, Internet website, and the like, during the event, and viewers watching the television may respond to the questions as described above. The system can optionally compare the percentage of correct answers between the television viewers and the patrons at the event, and/or provide separate awards or a single award to the winners from the pool of television/Internet viewers and/or patrons in the event.

As discussed above, one or more of the above alternative embodiments may be incorporated into the embodiments described above, and/or any of the embodiments discussed below. Furthermore, any of the embodiments of the present invention may be used for any reserved seating or other event.

FIG. 34 is a flowchart of a twelfth embodiment of the invention. In FIG. 34, the process begins by enrolling members in the program

that are interested in the ticket upgrade.
Tickets are checked in, for example, as the patrons enter the reserved seating area, such as a stadium or theater, through, for example, bar code
5 readers, scanners, infrared readers, and/or manually or other method where the patron is checked in, either at the gate, seat or other location. An optional separate check in area is provided for patrons that want to participate in
10 the upgrade program. For example, patrons can optionally check in a predetermined time before the event through a wireless device, Internet connection, manual or voice recognition telephone, or other manner. The important point is to
15 provide a standard manner for allowing patrons to check in, and if the patron fails to check in using a predetermined procedure, to allow that seat to be provided to another willing patron in accordance with a process to be described below.
20 Currently, such a process is impossible and unthinkable in view of the difficulty reserved seating events have in simply getting the patrons seated prior to the beginning of the event. The present invention represents a revolutionary
25 process to enhance event enjoyment, earn patron loyalty and optionally provide additional revenues

to the theater/stadium or optionally other patrons
with the desirable ticket.

5 The check in procedure continues for a
predetermined period of time until a predetermined
time period has expired, for example, 5 minutes
before the event begins, 10 minutes after the
event begins, after a predetermined event, such as
the second act of a play, and the like. Once the
10 predetermined time period or event has been
completed, the check in procedure may be
considered completed to begin the seat re-
allocation process. To begin the seat re-
allocation process, a re-allocation algorithm is
15 used to re-assign seats for patrons that are
willing or interested in different or better
seats. Such re-allocation processes or algorithms
may include a random process, a process where
priority patrons are given priority for re-
20 assignment of seat, a process where patrons are
willing to pay additional for the re-assignment to
either the theater or the individual patron whose
seat is being provided to another patron, frequent
event patrons, season ticket patrons, a standard
25 bidding process, or other predetermined process.

5 An optional polling process to poll
existing members and non-members in seats to
whether additional seats are available. That is,
in another optional embodiment of the present
invention, non-members may also make their seats
available for re-allocation/re-sale at any point
in the process. In this additional polling
process, the next step is to determine whether
10 additional seats have been made available. If
additional seats have been made available, then
these additional seats are added to the list of
available seats.

15 If the patron that is identified by the
re-allocation process is determined to be present
in the theater, for example, via mobile telephone,
wireless device, and/or manual verification, an
optional sub-process determines whether the
20 patron's optional profile is also satisfied with
the available seating. If the optional subscriber
profile is not satisfied, then the re-allocation
process searches for another possible patron. If
the optional profile sub-process is satisfied,
25 then the eligible patron is notified via one or

more means, such as announcement, manually,
wireless device, mobile telephone, bulletin board,
and/or other means. The patron is then notified
and presented with the option of moving for free,
5 use of award points, additional money to the
theater and/or patron to whose seat is being
provided, or other predetermined criteria to
obtain the seat. The patron, of course has the
option to decline, and if so, the process
10 continues and returns to the re-allocation process
to attempt to locate another possible patron.

The patron is prompted for the method of
obtaining the tickets, such as a payment method,
15 such as credit card, debit card, cash, point
redemption, or optionally a gift/prize. The
patron subsequently selects a payment method. The
patron's account is debited at a future time, or
optionally immediately via connection to a
20 standard clearinghouse network, such as visa
network, master card network or other network via
direct connection or via the Internet, and the
like.

If sufficient funds do not exist, then the person is cleared or rejected from the opportunity for the seat re-allocation/upgrade process. If sufficient funds do exist, then the patron's
5 account is debited or points deducted. Alternatively, one person may purchase the upgrade on behalf of another person.

The patron then moves to the new seat, and
10 the system then clears the patron's old seat from the system to optionally provide re-allocation of the previous seat. As indicated previously, if the patron accepts, payment of money or other means may be effectuated on the spot via the
15 wireless device, credit card, debit card, points, and the like, and the patron may now move to the other seat. In addition, the original ticket holder is optionally reimbursed with award points, a percentage of the revenue, a flat fee, an
20 additional event ticket that might also be upgradable, and/or any other means for rewarding the original ticket holder. The patron's seat may then optionally be made available as an empty seat to the re-allocation process. If a predetermined
25 period of time has not expired, then the re-

allocation process may be run again to optionally
continuously re-allocate seats. The patron may
optionally store the up-graded ticket on a
wireless device for proof of entrance to the
5 better seating area. Optionally, the seat and/or
row and/or section, includes a separate reader
device to receive optionally the original ticket
that is now re-allocated to a better seat, or a
new ticket that may optionally be received by the
10 patron via the wireless device and/or manually via
a worker in the theater or stadium.

In accordance with the invention, as
indicated above, when the patron registers for
15 ticket re-allocation and/or purchase, via for
example the Internet, the patron may enter payment
information at that time. Accordingly, when the
patron accepts the ticket re-allocation and/or
purchase, the system can automatically charge the
20 patron without the patron actually
submitting/typing, for example, credit card
information over a wireless device. The tickets of
the present invention may be used to re-allocate
patrons that are sitting in the stadium and/or
25 patrons that may be in the vicinity of the stadium

but were unable to get seats. Since the present invention re-allocates and/or sells tickets very near to game time in accordance with one embodiment, the patron must be in the general
5 vicinity of the stadium to take advantage of this embodiment of the invention.

As described above, the patron may be transmitted, for example, emailed, the actual
10 ticket or a confirmation number that they can use proceed to their seat and/or re-allocated seat. An optional graphical display via, for example, GPS, as discussed above may be used to guide the patron to the new location upon acceptance, as well as to
15 help the patron decide whether to purchase the ticket and/or upgrade. For example, a graphical map of the stadium and/or textual description may be provided to the patron to help the patron decide the quality of the upgrade and whether to
20 accept.

In one alternative embodiment, if the patron that has their ticket re-allocated in error, e.g., because the patron did not show up to the event based on the predetermined criteria but
25 the patron was still planning on attending because

they forgot about their seat being re-allocated,
the system can re-allocate seats immediately upon
the checking in of the patron and notify them that
their seats have changed because they are late. In
5 this situation, the stadium/venue might decide to
further upgrade the patrons because of the
mistake.

In accordance with one embodiment of the
10 present invention, the process of the present
invention specifically reserves seats of the
highest or very high rating that are considered
preferred, in the event a patron's seat is re-
allocated prematurely or erroneously. In this
15 situation, the patron who has had their seat re-
allocated because they will likely receive an even
better seat as a result of the mistaken (stadium
or patron) or premature seat re-allocation.

20 In another embodiment of the present
invention, as patrons are entering the venue or
stadium, they are provided advantageously with a
map of the stadium so patrons can analyze the
potential upgrade to make a decision whether the

upgraded seats are sufficiently good or of value
to warrant the patron moving and/or paying for the
additional upgrade. By handing the patron the map
of the stadium, the process of the the present
5 invention is not required to transmit a detailed
schematic to the patron's wireless device which
would not normally be able to effectively permit
the patron to evaluate the proposed upgrade seats.
The map that is handed out may optionally include
10 information for patrons on where to register for
the upgrade and/or additional advertisement
opportunities.

In one alternative embodiment, the patron
15 that has purchased the ticket, for example, a
season ticket holder, may advise the stadium that
for a particular game, set of games or all games,
they do not want their seats to be re-allocated,
and perhaps, an additional fee is assessed for
20 this type of patron. If the stadium provides the
ability for the patron to selectively opt out of
the seat re-allocation, the patron can, for
example, connect to the system via the Internet,
public switched telephone network, cellular
25 network, and the like, and notify the system that

they do not want their ticket re-allocated, for example, because they are coming late to the event. Other means of notifying the system and/or other reasons may be utilized in connection with
5 the present invention.

In another alternative embodiment, the system provides patrons the ability to individually select when their tickets may be re-allocated. For example, one patron may prefer to
10 only give up their ticket if they are late to the game by 15 minutes, while another patron may be willing to give up their ticket if they have not arrived 15 minutes before the game. In alternative
15 embodiments, the stadium may provide incentives for the patron to have their ticket re-allocated prior to the game because it increases the stadiums chances of re-allocating/re-selling the ticket.

20

The present invention has particular benefits for stadiums that are constantly sold out, but where patrons habitually do not show up. For example, many stadiums are sold out by season

ticket holders that do not show up to the game on
a regular basis. The present invention permits
these tickets to be re-allocated in accordance
with, for example, predetermined algorithms, and
5 provide additional patrons a better experience. In
addition, the present invention has the benefit of
moving the patrons closer to the action/players,
and therefore, the ability to support and/or
motivate the players to play well. In additional
10 alternative embodiments, the stadium may provide
the original ticket holder a portion of the
proceeds as a result of the ticket re-allocation,
thereby providing additional incentive to the
ticket holder to permit their ticket to be re-
15 allocated (when this is a voluntary program in the
stadium). The stadium may then keep a percentage,
portion or service fee from the resale and/or re-
allocation of the ticket. Of course, the above
embodiment may further apply to yet another
20 embodiment where the stadium does not offer the
upgrade to patrons sitting in the stadium, but to
patrons that, for example, may be in the
geographic vicinity of the game but that may not
currently have any tickets or that may be willing
25 to purchase the tickets when availability is
determined and to travel to the event.

In an alternative embodiment, the system determines priority of re-allocation of seats based first upon patrons that have seats that may also be re-allocated. That is, the systems attempts to maximize the number of re-allocations by prioritizing the re-allocation based upon seats that may be re-allocated after already being re-allocated. For example, if front row seats in a stadium are available to be re-allocated, in this alternative embodiment, patrons that are in the next closest section for example on the field level would be upgraded first to those seats. Then, patrons with less preferred seats, for example, in the upper deck would be re-allocated to the seats that have now become available from the patrons that have been upgraded to the front row. Thus, using this alternative priority scheme, the present invention maximizes the re-allocation numbers. Of course, this priority algorithm may be combined with additional factors, for example, relating to subscriber/patron value. As described above, additional factors may be utilized in the algorithm to determine the subscriber or set of subscribers to offer the upgrade.

5 In alternative embodiments, patrons in the vicinity of the upgraded and re-allocated patrons may optionally rate the upgraded patron, for example, for appropriate behavior, wearing of excessively large hats, drunkenness behavior, and the like. These ratings may then be taken into account in the re-allocation algorithm for future upgrades to the patron.

10 In alternative embodiments, the patrons eligible for the upgrade may be notified using standard email communications over a wireless device, mobile telephone, and/or other standard communication means. For example, standard text-
15 to-voice and/or voice-to-text communications may be used to contact the patron to evaluate whether an upgrade will be accepted and to actually accept the upgrade.

20 In another embodiment of the invention, as indicated above, when the patron registers for ticket re-allocation and/or purchase, via for example the Internet, the patron may enter payment information at that time. Accordingly, when the

patron accepts the ticket re-allocation and/or purchase, the system can automatically charge the patron without the patron actually submitting/typing, for example, credit card information over a wireless device. The tickets of the present invention may be used to re-allocate patrons that are sitting in the stadium and/or patrons that have already purchased tickets in the vicinity of the stadium but were unable to get seats and/or may be in the vicinity of the stadium but were unable to get seats. Since the present invention re-allocates and/or sells tickets at any time prior to and/or after beginning of game time in accordance with one embodiment, the patron may be in the general vicinity of the stadium to take advantage of this embodiment of the invention or even at any location when being offered upgrades and/or seats well in advance of the game. For example, the present invention can upgrade or sell tickets to patrons well in advance of the game since it advantageously is permitted or has the authority to resell tickets either via ticket holders that do not show up during the game and/or, for example, season ticket holders that have authorized the stadium in advance to resell their tickets based on predetermined criteria, for

example, when the season ticket holder notifies the stadium that they will not be present at next weeks game.

5 In one optional embodiment of the invention, the patron presents the usher with the confirmation number which the usher can enter into a wireless device using a local or private
10 wireless network, or can simply use a walkie talkie or telephone to call the dispatcher to confirm the upgrade and/or new seats using the customer provided confirmation number. The
15 dispatcher will have access to the system to enter the confirmation number to confirm the validity of the upgrade. Alternatively, a patron will retain
20 their old ticket. The patron will give in the old ticket to the usher which is scanned or barcoded by the usher for immediate identification of new seats and used in place of, or in addition to, confirmation number.

 Of course, the confirmation may optionally be made via customer name with an appropriate identification card or other information.

Further, alternative methods may be used to verify that the confirmation number and/or ticket being used by the patron is valid. For example, the patron may be equipped with a printing device
5 associated with the wireless device or download an actual ticket on line from home prior to the game for the new ticket or upgrade. Alternatively, the patron may be equipped with an identifier card, optionally including a bar code with a unique
10 identifier relating to the patron's account information and profile that can be scanned for additional convenience. Alternatively, a wireless device may be used to securely store this type of identification and/or account information.

15

In at least one alternative embodiment of the invention, the patron may comprise optionally a corporate account that has a number of tickets, for example, season tickets. In this embodiment,
20 the corporate account may have associated therewith a plurality of email addresses or other communication addresses to transmit the seat or upgrade offer to a number of potential patrons that may rotate their attendance at the games. In
25 accordance with this optional embodiment, multiple

emails can be stored for a single user/corporate account, and the system may transmit individual messages to all email addresses, or may only transmit messages to individual patrons for
5 corporate account that individually advise the system that they are associated with a particular ticket/bar code for a particular game and will be/are present at a particular game.

10 In an alternative embodiment, patrons may enter the stadium and subsequently inform the system that they are present and interested in an upgrade via a kiosk where the patron can scan a bar code and enter their customer number to be eligible for upgrades during the game. The system
15 is then able to transmit a message to the customer, assuming that the customer has pre-registered with the system with the appropriate contact information. Alternatively, or in addition to individual use of a kiosk(s), the customer
20 sales office may have a kiosk or additional functionality to enter the customer name and/or customer account and scan in the bar coded ticket on the spot to register each patron as they enter the stadium or venue.

As described above, the patron may be transmitted, for example, emailed, the actual ticket or a confirmation number that they can use proceed to their seat and/or re-allocated seat. An
5 optional graphical display via, for example, GPS, as discussed above may be used to guide the patron to the new location upon acceptance, as well as to help the patron decide whether to purchase the ticket and/or upgrade. For example, a graphical
10 map of the stadium and/or textual description may be provided to the patron upon entry in the stadium to help the patron decide the quality of the upgrade and whether to accept when an offer is received by the patron at a predetermined time.
15 The graphical map may comprise a small booklet with a map of the stadium showing seat locations, and optionally a game schedule.

The present invention has particular
20 benefits for stadiums that are constantly sold out, but where patrons habitually do not show up. For example, many stadiums are sold out by season ticket holders that do not show up to the game on a regular basis. The present invention permits
25 these tickets to be re-allocated in accordance

with, for example, predetermined algorithms, and provides additional patrons a better experience. In addition, the present invention has the benefit of moving the patrons closer to the

5 action/players, and therefore, the ability to support and/or motivate the players to play well. In additional alternative embodiments, the stadium may provide the original ticket holder a portion of the proceeds as a result of the ticket re-

10 allocation, thereby providing additional incentive to the ticket holder to permit their ticket to be re-allocated (when this is a voluntary program in the stadium). The stadium may then keep a

15 percentage, portion or service fee from the resale and/or re-allocation of the ticket. Of course, the above embodiment may further apply to yet another embodiment where the stadium does not offer the upgrade to patrons sitting in the stadium, but to patrons that, for example, may be in the

20 geographic vicinity of the game but that may not currently have any tickets or that may be willing to purchase the tickets when availability is determined and to travel to the event.

In alternative embodiments, patrons in the vicinity of the upgraded and re-allocated patrons may optionally be eligible for a dating or matching service where patrons register and
5 provide profile information to the system and/or through a third service provider dating service. Once the system knows that the patrons will be coming to the game and/or have actually checked in to the stadium, the system can then arrange for
10 the two, four, etc. patrons to meet each other by allocating and/or re-allocating seats to the patrons together. Thus, based on profile information, customer request and availability, the system is able to upgrade or sell tickets to
15 patrons to maximize their chances of meeting someone at the game. This optional feature provides significant potential enjoyment for the patrons participating in this dating or connection program. In accordance with this embodiment, one
20 possible sequence of acceptance steps involves profile matching the two patrons (or groups of patrons) based on predetermined profile information; transmitting a first message to the first patron regarding availability of the second
25 patron and requesting a conditional acceptance form the first patron; transmitting a second

5 message to the second patron indicating that the
first patron has conditionally accepted and
request the second patron to accept; and when the
second patron accepts before the first patron has
rescinded the conditional acceptance, finalizing
the upgrade and/or seat allocation for the first
and second patrons. This embodiment of the
invention is a complete reverse from typical
dating and/or matchmaking services which attempt
10 to develop detailed algorithms for the matching
process because of the significant decision that
exists in determining who to spend valuable time
with. In accordance with the invention, patrons
are already present at the game, and therefore,
15 half or more than half the effort is already done.
The remainder is to actually meet the other person
which can be accomplished with profile criteria,
whether or not the algorithms are very
sophisticated.

20

In one embodiment, the patrons that are
being matched have their original seats maintained
and not made available for other upgrades in the
event the matching does not work out early on. In
25 this embodiment, one or both the patrons can

return to their original seat. Hopefully, there will not be a significant argument of who would need to return to their original seat if an upgrade is actually performed. In addition, in
5 accordance with this embodiment, the seats that are selected do not necessarily have to be better seats in the classical sense. That is, seats further away from other ticket holders might be considered preferred when matching two individuals
10 for the first time. Alternatively, couple that would prefer a little more privacy or quieter game might request to be moved to a more isolated area. Alternatively, families with small children might prefer to be moved to a less busy area as well
15 during the game where the children might be able to freely move around. All these scenarios and/or alternatives are possible in view of the present invention. The advantage of performing a match in a public setting is that the patrons do not have
20 to worry about leaving or ending the date, and also do not have to worry that the other person will have their home address.

In an alternative embodiment of the
25 dating/matching service of the present invention,

a dating/matching service is provided to patrons that enter a predetermined location and/or geographic area. The patron can enter physically the location and/or geographic and register, for example, by manually entering data in a computer, transmitting information relating to the registration of the patron via infrared, Bluetooth and/or other technology, and/or automatically register via use of GPS information associated with or used in a wireless device associated with the patron. For example, patrons that enter an establishment can register upon entry that they are now present within the general location of the establishment. Upon registry, the system can implement various matching algorithms currently in use by various matching services in connection with other patrons that have also registered at the same location and/or a location in the general area that the original patron registered.

According to this embodiment, the system advantageously matches individuals that have registered in the same geographic location and/or geographic locations that are in the same general area where the patrons can walk and/or drive to meet each other in the same general time frame,

such as the same evening, same afternoon same day,
and the like.

5 In addition, this feature also optionally
permits the patrons that have participated in the
program to rate one another for future dates. For
example, one patron can rate the conversational
benefits of the second patron, the appearance of
the second patron, the overall short term versus
10 long terms relationship goals of the patron, and
the like. These ratings may then be taken into
account in the algorithm for future seat
assignments, re-allocations and/or upgrades in the
future for the first and second patrons, and all
15 other patrons will now benefit with the additional
profile information of the first and second
patrons. The matching service may be for amusement
or work related networking purposes, for example,
to meet an executive that the patron currently
20 works with or wishes to work with/sell in the
future.

 In an alternative embodiment of the
dating/matching service of the present invention,

a dating/matching service is provided to patrons that enter a predetermined location and/or geographic area. The patron can enter physically the location and/or geographic and register, for example, by manually entering data in a computer, transmitting information relating to the registration of the patron via infrared, Bluetooth and/or other technology, and/or automatically register via use of GPS information associated with or used in a wireless device associated with the patron. For example, patrons that enter an establishment can register upon entry that they are now present within the general location of the establishment. Upon registry, the system can implement various matching algorithms currently in use by various matching services in connection with other patrons that have also registered at the same location and/or a location in the general area that the original patron registered.

According to this embodiment, the system advantageously matches individuals that have registered in the same geographic location and/or geographic locations that are in the same general area where the patrons can walk and/or drive to meet each other in the same general time frame, such as the same evening, same afternoon same day,

and the like. In addition, the system advantageously and optionally provides the feature of allowing patrons to text message one another directly, and/or exchange pictures via wireless email, text messaging, and other wireless devices that provide the standard capability of exchanging pictures, such a T Mobile and/or Sprint.

In alternative embodiments, the ticket holder can call in via a voice to text message, text message and/or email and let the stadium know early that they are not coming. In this manner the ticket holder obtains the convenience of the stadium or venue reselling their tickets in advance, thereby providing the venue with additional time to maximize the resale of the ticket.

In alternative embodiments, when the patron enters the stadium, they have their ticket barcoded or other device that detects their presence can be used such as infrared, Bluetooth, etc., and then they can become eligible for an upgrade. The patron can register in advance that

they want to receive upgrades by providing their name, message address, e.g., email, telephone text message address, etc., and optionally their credit card or other payment mechanism for upgrades that actually cost money as opposed to free upgrades. In alternative embodiments, the patron can register at the ticket booth when purchasing their original ticket. In this scenario, the stadium representative can enter this information on behalf of, and with the permission of, the patron since the patron may already be providing their credit card, debit card, etc. to purchase the original tickets. Alternatively or in addition, a kiosk may be provided where the patron can enter their original ticket, e.g., scan in their original ticket and provide their name and text message information in the stadium to register for a one time upgrade for the game after purchasing, for example, a regular admission ticket.

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In alternative embodiments, an usher can verify that the patron should be upgraded by the patron providing the confirmation number that may be transmitted in real-time by the system, and/or by the patron using their original confirmation

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number or original ticket with barcode or other
identification means, such as a smart card,
infrared reader, etc. that represents original
ticket and presenting same to the user. The usher
5 then needs only to scan in the original ticket and
the system will verify whether the patron
associated with the original ticket is valid and
whether the upgrade is valid.

10 In alternative embodiments, a warning
message may be sent to the ticket holder that has
not shown up to game warning them that if they do
not respond within a certain time period that
their seat will be re-allocated or re-assigned to
15 another patron. Similarly, a release message may
be sent to the ticket holder after their seat has
actually been released and/or re-allocated,
thereby notifying the patron that if they change
their mind in attending the game, they will have
20 to obtain an additional ticket. In alternative
embodiments, the ticket holder that has their seat
released and re-allocated can be themselves re-
allocated a similar, worse or better seat,
depending on, for example, their subscriber value
25 and/or other criteria. For example, if the patron

is provided a better seat, this will encourage them to more readily give up their seats in the future even if they are attending the game. On the other hand, if the patron is provided a worse
5 seat, then this encourages them not to artificially give up or have their seat released when attending the game. Accordingly, the present invention is designed to deal with various behavioral patterns of specific ticket holders,
10 and may optionally and advantageously be a ticket holder specific with respect to various criteria for re-assigning, releasing, selling and/or re-allocating tickets.

15 In alternative embodiments, the system transmits to the ticket holder a welcome message after being upgraded and after having being moved to a new upgraded seat location. In one embodiment, the system identifies that the patron
20 has been successfully upgraded after the patron provides the usher with a confirmation number or original ticket, which is then verified by the usher and system.

In alternative embodiments, the system, after having identified which patrons have checked into the stadium and/or have been upgraded, transmits a trivia question and/or additional advertisements to all patrons attending the game. In alternative embodiments, the information is transmitted to both patrons that are attending the game and additional patrons that have registered in the past to receive information but that are not attending the game. The participants can, for example, answer trivia questions and respond with their wireless device. Depending on whether the patron is attending the game or not, the system may determine to offer or deal with each of the patrons differently. For example, for patrons at the game, winners may be successively determined and narrowed, as patrons successfully and unsuccessfully answer questions, round after round of questions in a "spelling bee" format. For patrons that are not attending the game, winners may be declared, or statistics provided to the broadcast station that can be aired on television. In yet additional alternative embodiments, instead of transmitting information/questions to the patrons via the wireless device, the information/questions are displayed on the stadium

billboard for patrons at the game and/or on
television for patrons that are watching the game
on television. The patron can then merely respond
via the device, e.g., the telephone accordingly
5 via a voice-to-text system or via other mobile
devices via text messaging.

In alternative embodiments, the
present invention provides the advantage of
10 additional advertising sponsorship to the venue.
For example, in one embodiment, the venue is
partitioned into different locations that may be
assigned to different sponsors. In one embodiment,
the sponsor that provides the most value may be
15 assigned a certain number of premium seats that
are not available to other sponsors.

For example, the sponsor may offer a
discount on the upgrade if you are a Verizon or
20 Verizon Wireless customer or they credit your cell
account for each seat upgrade or you get say 30
free minutes, etc. In alternative embodiments, the
present invention provides the advantage of one
wireless provider to advertise on another wireless
25 providers mobile phone or wireless device. For
example, if Verizon Wireless is a sponsor of the

upgrade system for a particular stadium, the present invention will still work with, for example, AT&T, SPRINT, and CINGULAR customers. An advertisement message sent with the upgrade offer may read on the AT&T phone, "brought to you by Verizon Wireless." In an alternative embodiment of the present invention, text messaging is optionally used for mobile phones to perform the message communication of the present invention. The user is only required, in one embodiment, to reply or respond with a "Yes" to accept the upgrade offer since the user has advantageously pre-registered with the system, thereby minimizing the required communication/input by the user. In an alternative embodiment, the user, instead of pre-registering with the system, is charged on their wireless or even regular telephone number bill when they accept the upgrade offer. Thus, the wireless system that either administers the user's regular or wireless account or the upgrade sponsor may be responsible for actually billing the customer in this alternative embodiment.

In the alternative embodiment when text messaging is optionally used alone or in combination with other communication methods, the

system provides the additional advantage of maximizing bandwidth usage by not requiring use of bandwidth on the wireless voice system, thereby maximizing system resources.

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In another alternative embodiment, the present invention optionally and advantageously provides a security and/or safety feature in the event of, for example, a minor event where a parent gets separated from a child, a disaster or other event that might require evacuation of the stadium. In one embodiment, the person needing help provides their name to an attendant that can search the system for the contact information of their companion/parent. The system can thereafter send an email and/or text message to the companion/parent regarding the status of that person and provide instructions for meeting that person or arranging help, authorizing medical procedures, and the like. In another embodiment, the person requiring help, e.g., a child provides the attendant or kiosk with their ticket which can, e.g., scan the bar code or other reader system. The system can either automatically provide a text message to the parent who can then

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reply to the child/attendant via the kiosk to meet the child.

5 Alternatively, the parent can be
instructed to meet the child at a predetermined
location, and to stop looking for the child
because the child was found. Thus, for this
example, the person who is lost or separated from
their party can notify security or access a kiosk.
10 Security can, for example, notify the parent that
child is in safe custody, and should not search
the stadium, and therefore, meet outside stadium
in a pre-specified safe place.

15

 In an alternative embodiment, if a
child/person is separated, the security
guard/kiosk can arrange the best place to meet,
either in or outside the stadium, together based
20 on an optional global positioning system (GPS). In
addition, the party with the mobile device can be
provided directions on where to go to meet their
party from who they have been separated.

25 In an alternative embodiment, the present
invention may also be used in a security, defense

and/or safety setting to direct patrons in a stadium for an orderly evacuation or notify patrons regarding status of a safety related event via, for example, a broadcast message including text message, email and the like. In this manner, system communication resources may be most efficiently utilized by not over-utilizing the system via voice communication, unless completely necessary. For example, the message can be broadcast in the event of an impending hurricane. In this situation, patrons in different sections get different messages, for example, to exit the stadium out of gates/exits that are either less occupied or closest to the section the patrons are sitting in. Advantageously, the present invention has the patrons contact information, including optionally and advantageously text messaging, that can be broadcast or sent to different patrons. The advantage of text messaging is that the bandwidth is more efficiently used in the event of an emergency, and there are no busy signals as in a voice network. Further, the message is sent, and if the network is at capacity, the system can automatically resend or the message will be placed in queue and sent as soon as capacity becomes available.

5 In another alternative embodiment of
the invention, the security bracelets of the
present invention can be required to be displayed
and read on exit from a venue when a parent has
reported that a child has been separated. In this
event, all patrons are checked when they exit the
stadium. The parent can report the specific seat
that the child was sitting in, and then on exit,
10 all patrons are checked. If the specific seat
appears or if a child attempts to leave without
scanning or presenting their bracelet, then that
child can be taken into custody until their parent
arrives, thereby possibly preventing abduction.

15

For instance, in sporting venues the
bracelet ticket includes the machine readable
information that comprises at least one of a bar
code and radio frequency identifier used for
20 security check in, and optionally check out. In
this manner, the standard reading machines that
can scan the bar code or RFID information can keep
track of people that have checked into the
sporting event and/or venue. Advantageously, the
25 machine readable information on the bracelet can
also be used by the venue in the event the patrons

seat assignment is modified, for example, via an electronic ticket exchange or upgrade program. In this embodiment, the visible indicia are no longer valid for the actual seating that may be

5 dynamically changed and only represents optionally an initial seat assignment. However, the machine readable information may be used as a code to reference the specific patron and assign that patron a new seat. Thus, when the ticket reader

10 scans the ticket and actually identifies, for example, the bar code, this information can be used to reference the patron, update and/or confirm the patron's current seat via the reader used, for example, by ushers in the venue, kiosk,

15 entrance to the venue, and the like.

In an alternative embodiment, the security bracelets of the present invention can be required to be displayed and read on exit from a venue when

20 a parent has reported that a child has been separated. In this event, all patrons are checked when they exit the stadium. The parent can report the specific seat that the child was sitting in, and then on exit, all patrons are checked. If the

25 specific seat appears or if a child attempts to leave without scanning or presenting their

bracelet, then that child can be taken into custody until their parent arrives, thereby possibly preventing abduction. This information, as previously mentioned, may be visually
5 cognizable for the patron and in combination, readable by electronic means if the bracelet includes a magnetic strip, bar code imprinting, or RF chip.

10 In an alternative embodiment of the present invention, the security bracelet and ticket combination of the present invention advantageously includes a bar code or other machine readable information such as a RFID
15 device. When, for example, a child is separated from their parent, the parent can notify security and the seat number associated with the child. If the child attempts to leave with their bar code/identifier, the system detects the bar
20 code/identifier as either being valid and identifying the child that is missing or being invalid and raising another red flag. In an alternative embodiment, the bar codes/identifiers associated between children and adults correspond
25 such that the child identifier must be within a predetermined time and/or number of checking out

identifiers from/within the adult identifier. If this does not occur, the system determines that the child is leaving without their parent, and possibly being abducted.

5

In an alternative embodiment, the system links one or more tickets/identifiers together and requires the tickets/identifiers to exit the venue or event within a predetermined time period from one another and/or within a predetermined number of tickets/identifiers that have exited the venue and/or event. In the event that one ticket/identifier exits the venue or event and the associated identifier does not, then an alarm or other indicator occurs, and the attendants will detain the patrons that have initiated the alarm to for security purposes.

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In an alternative embodiment, the tickets are advantageously coded with designations such as adult, child and the like. In the event a child ticket/identifier exits the stadium before the associated adult and/or more than a predetermined time period and/or number of patrons exiting, the

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system can initiate an alarm so that an attendant can determine if a child has exited the venue or event without their parent or with a wrong parent potentially averting a kidnapping. In this
5 embodiment, an additional combination is the use of the standard fast pass feature, for example, at theme parks, and the like, where the venue records predetermined events that the user of the card enters in a faster line. In this embodiment, if a
10 child ticket/identifier is not associated with a parent ticket/identifier, for example, as described above, the child may be denied entry into the event or venue if not accompanied by their parent. In alternative embodiments, the
15 venue/event sponsor or organizer associates tickets upon request from the patron. In addition, in another alternative embodiment, a kiosk is provided inside and/or outside the venue for, for example, parents to register their tickets and
20 have them associated with their children's tickets to prevent the child from exiting the venue without them, for example, as described above.

In an alternative embodiment of the present
25 invention, the system and method are adapted to

utilize any type of wireless device with different interface and communication options. For example, different wireless devices have different constraints with respect to the interface, e.g.,
5 number of characters, how the subject and body of the messages are used/communicated, etc.
Accordingly, the present invention optionally provides a protocol conversion system depending on the type of wireless device and the wireless
10 device constraints, including message constraints and/or the wireless communication system. In alternative embodiments, the system determines the wireless device provider based on the address received from the wireless device, and is able to
15 automatically determine the type of message and/or message constraints and transmission constraints associated therewith based for example, on real-time information or on pre-determined stored information on the device and/or communication
20 system. Accordingly, a protocol conversion system for different wireless devices is provided by the present invention for sending and/or receiving messages, such as upgrade offers, responses, acceptances, and the like, from a variety of
25 different users/mobile devices and wireless systems.

5 In another alternative embodiment of the present invention, a security bracelet is advantageously utilized, for example, such as the security bracelet disclosed in U.S. application number 10/680,207, filed on October 8, 2003, to Abraham I. Reifer, et al., and incorporated herein by reference, in the event of a reported event, security breach, abduction, and the like. In this embodiment, all patrons exiting the stadium must show their ticket and/or identifier so that the venue can check all patrons out of the stadium. Thus, for example, if two kidnappers come in the stadium, and want to use one bracelet for a child, the second kidnapper will be stranded in the stadium. In addition, if one kidnapper buys two tickets, then upon exit with the child and the additional ticket, a barcode/identifier will be exiting without ever having checked in, and then the alarm will go off as well.

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In another alternative embodiment, the present invention provides a broadcast message to warn patrons of an event, such as an advertisement, sale and/or even a weather related event such as a hurricane that might require the venue to be evacuated. Advantageously, in at least one

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embodiment, the broadcast message comprises standard text messaging that optimizes or better utilizes capacity form the communication system. Thus, when using text messaging capabilities, the
5 present invention efficiently transmits text messages to numerous subscribers regarding, for example, exit information, contacting and/or meeting additional parties that have been separated, and the like.

10

In an alternative embodiment of the present invention, the present invention optionally provides the capability to penetrate into secondary market with season ticket holders
15 selling ahead of time the games they will not be attending. For example, the present invention optionally provides the feature for the season ticket holder and/or general ticket purchaser the ability to view in advance of the season and/or
20 game the schedule, and to alert the venue and/or stadium of games and/or events they will not be attending, thereby permitting the stadium/venue to attempt to resell the tickets to other patrons. For example, in one embodiment of the invention,
25 the patron is provided with a monthly schedule listing the events that may be attended. The

patron, such as a season ticket holder, may then click or place an indicator on all games they will not be attending for the season in advance, thereby providing the stadium with the ability to resell tickets well in advance of the event. Once the patron completes identifying games that will not be attended, the system then compiles a list and transmits the list to the patron for an optional confirmation. This list is then used by the system to release seats well in advance of the game. In an alternative embodiment of the invention, registered users of the system for, for example, upgrades, may also be notified of seat availability for sales prior to the game/event. In an alternative of this embodiment, registered users may receive text messages, emails, and the like, notifying them advantageously of the availability of seats that heretofore have never been easily available to the public for sale, thereby allowing the venue to participate in secondary market ticket sales.

In one alternative embodiment of the present invention, the system/process of the present invention provides or operates as a middle person/broker between the ticket holder that is

returning tickets to the venue, such as the season
ticket holder, and a ticket sales system and/or
company, such as tickets.com, by notifying the
tickets company of the newly available seats via
5 notification by the ticket holder, such as the
season ticket holder of season ticket games not
being attended.

10 In one alternative embodiment of the
invention, the system and/or process transmits
text messages, emails and the like, to offer
tickets and/or seats and/or admittance to
subscribers for events and/or games with empty
seats even before game. Thus, the present
15 invention allows the venue to participate in the
secondary ticket sales market and the upgrade
market, thereby increasing revenue and fan
loyalty.

20 Of course, all of the embodiments of the
present invention may be used for any reserved
seating event, and/or venue that require tickets
for entry thereof.

25 In another alternative embodiment of the
present invention, the use of machine readable

identifiers provides advantages for, for example, the upgrade program or ticket exchange of the present invention. For example, when the upgrade, re-allocation and/or electronic ticket is issued, the machine readable identifier, for example, the bar code, on the original ticket is invalidated, thereby preventing use of the invalidated ticket. Accordingly, when a new ticket holder purchases the ticket from the season ticket holder, the new purchaser will be issued a new machine readable identifier, and optionally a new paper ticket. The present invention advantageously is able to handle the issuance of a new ticket and invalidates the old ticket and optionally the old identifier that has, for example, been returned by the season ticket holder, thereby providing dynamic ticketing capability.

In an alternative embodiment of the present invention, the new patron obtains a new identifier such as a barcode, the old bar code of, for example, the season ticket holder is invalidated. In one embodiment of the invention, season ticket holders are offered to opt in the upgrade process. Various commercial incentives are possible for the season ticket holder to opt in

the upgrade process, such as monetary compensation when their ticket is used for an upgrade and/or resold whether they express their intention not to go to the game prior to the game, and the like.

5 Alternatively, season ticket holders may be offered that the cost of their season tickets will, for example, remain the same as the previous year or be reduced if they participate in the program. Therefore, the combination season ticket
10 trade-in and upgrade program in one embodiment of the invention will be beneficial to season ticket holders by allowing them to trade when they already know that they have no intention of attending a game, and allow the season ticket
15 holder to recoup some cost of the season tickets if they do not attend and their ticket is used as an upgrade. In addition, additional patrons of the event and/or sports team are permitted to attend the game in locations/seats that they might never
20 have been able to obtain access to. Further, the venue/stadium/team maximize revenues by being able to place tickets on the secondary market when the ticket holder notifies the venue early enough that they are not attending the event, the venue also
25 obtains additional revenue from upgrades when

tickets are upgraded, and the venue obtains additional fan loyalty.

5 In another embodiment of the present invention, the system provides the ability to advertise via email, text messaging, and the like, for one wireless carrier on the wireless device that is using another wireless carrier. Since the user of the wireless device has requested the
10 service, the user appropriately receives the communication from the ticketing system of the present invention, and therefore, also appropriately received the advertisement from the wireless carrier that is different than the
15 wireless carrier that the user of the wireless may be using at that time.

20 In another alternative embodiment of the present invention, offers to purchase seats either during the game or even well in advance of the game are "pushed" or transmitted out to registered users that have supplied their wireless and/or Internet addresses. For example, patrons can register in advance for the upgrade and/or regular
25 ticket offers to purchase admittance via various methods including the Internet. When seats band/or

admittance becomes available, a broadcast message or other standard messages may be transmitted to the registered patrons to notify them of the seat availability. Thus, seat offers are "pushed" to registered users that have requested this service advantageously to a wireless device and/or other address including standard telephone communication, as well as additional optional advertisements. The system, in one alternative embodiment, provides the user the option when registering to accept certain types of advertisements to be received on their wireless device via email and/or text messaging. In other embodiments, the user does not have the option of which advertisements to receive.

Advantageously, in accordance with one alternative embodiment of the present invention, if a patron decides to attend an event such as a sporting event when the patron does not have time to wait to receive paper tickets (e.g., the patron is visiting in another city/location and does not have time to wait to receive tickets via mail and is on the go), the system of the present invention transmits a ticket to the patron via, for example, a wireless communication system and/or other

standard electronic communication system such as the Internet, and the patron can present their ticket, for example, on their wireless device and show up to game.

5

In another embodiment of the present invention, an interactive patron entertainment system is provided where trivia questions, for example multiple choice questions on a variety of topics, are sent to the patron via email and/or text messaging and/or displayed on the scoreboard with an address to respond, such as trivia@utixx.com. Patrons then text message and/or email and/or answer questions via voice-to-text messaging their answers. The system can then display the overall number of answers that are correct and incorrect, display bar graphs and the like to the event patrons by displaying on a display, such as the scoreboard of a sporting event. The system then identifies the patrons that have correctly answered the question and can then send new questions to be answered just to the previously correct patrons, thereby further narrowing the group of patrons. Successive questions can be sent, including questions that are not multiple choice and that require actual

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text to be entered via standard wireless device
interfaces, and patrons are successively
eliminated until a single or sub-set of patrons
are determined to be the winners. Advantageously,
5 the present invention provides entertainment to
the patrons at the event by optionally providing
successive questions throughout an event. In
another alternative embodiment, simultaneously
with the questions to the patrons present at the
10 event, the present invention is also capable of
sending the questions to patrons that have
registered with the system, but are not at the
event, for example, at home watching on the
television or simply not currently involved in the
15 game. The present invention is able to transmit
the same and/or different questions to those
registered users as well. Further, in another
alternative embodiment of the present invention,
viewers watching the television, for example the
20 same event that patrons are attending, may be
presented with the same and/or different questions
as well as an address and/or telephone number to
call and provide their answer which they can
compete with patrons at the event or can be used
25 to provide a separate comparison of the answers
and/or separate winners to the contest. In this

embodiment, for example, questions may be displayed on the television, Internet website, and the like, during the event, and viewers watching the television may respond to the questions as described above. The system can optionally compare the percentage of correct answers between the television viewers and the patrons at the event, and/or provide separate awards or a single award to the winners from the pool of television/Internet viewers and/or patrons in the event.

In another alternative embodiment of the present invention, the system uses a seat database to determine which of the reserved seats are currently in use. The system may integrate with the seat database system of a venue and/or stadium or optionally be used in parallel with the seat venue/stadium database. For example, prior to the event, the system may utilize the seat database of the venue to determine available seating and patrons that do not show up after a predetermined period of time. Alternatively, the present invention can operate using a separate database from the event/venue by copying or building a separate database used for the ticketing and/or

upgrading according to the present invention. In this alternative, as patrons enter the venue, they are checked in directly to this separate database. At the time of the event, the system will be able to check-in patrons using either the identification system, e.g., bar code scanner, of the event or venue, or provide a separate identification system.

10 In alternative embodiments of the invention, the patron that knows they are attending the game but is going to be late can send in a HOLD message even prior to being provided a warning message that their seats are to be released if the patron does not respond to the message with the HOLD request. That is, in this embodiment, since the patron already knows well in advance that they are attending the game, but perhaps stuck in traffic, the patron can initiate the HOLD message before even being warned in advance of the possibility of their seat being released.

20 In another alternative embodiment, patrons that have registered with the system and optionally checked into the stadium and/or venue

in advance and who also know that they would like
an upgrade and/or ticket, may initiate their own
upgrade request to the system to notify the system
of their willingness to purchase an upgrade and/or
5 new ticket for the event/venue. The system may
then place these patrons on a higher priority
since they have already expressed an intent
and/or willingness to purchase the upgrade or
ticket. The patron may notify the event and/or
10 stadium of their willingness optionally well in
advance of the game or near/after game time at a
time which the patron commits or expresses an
additional heightened desire to upgrade and/or
purchase a ticket.

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In alternative embodiments, the system
includes the advantage of allowing patrons to
register free for a predetermined period of time,
for example, for the first year, without paying a
20 yearly subscriber fee. Alternatively and/or in
addition thereto, the system provides the patron
with their first upgrade for free or for a reduced
rate to further encourage the patron to register
with the system and method of the present
25 invention. Alternatively and/or in addition
thereto, the system of the present invention

5 offers the patron reduced and/or free concessions
when purchasing a membership, ticket and/or
upgrade to further encourage the patron to
participate in the offers of the present
invention.

10 In alternative embodiments of the present
invention, the matching system and/or process,
permits participants in the program to initiate a
message to the system with the seat location
and/or name of the patron that they would like to
be matched with for a meeting, networking and/or
socializing such as a date. In this embodiment,
the system may the push the message to the other
15 subscriber and assign new seats to the individuals
that are to be matched. Alternatively, the system
Need not require a specific confirmation that the
second individual to be notified of the potential
match is physically located near the first
20 individual, but can rely on the first individual
to provide that information. For example, the
first individual may see a potential date in a
restaurant, and may then send a message to the
system with that person's name or address, that
25 they would like to meet that other individual. In
that situation, the second individual will receive

a message of the possible match, and can respond
and accept or reject the offer to meet. The second
individual can then provide a meeting destination
or the system can suggest a meeting place based on
5 the first individual advising the system of their
location, and the location of the second
individual.

In another embodiment of the present
10 invention, an interactive patron entertainment
system is provided where trivia questions, for
example multiple choice questions on a variety of
topics, are sent to the patron via email and/or
text messaging and/or displayed on the scoreboard
15 with an address to respond, such as
trivia@utixx.com. Advantageously, the multiple
choice questions each have unique selections, such
as a1, b1, c1 and d1 for question #1; a2, b2, c2,
and d2 for question #2; a3, b3, c3 and d3 for
20 question #3, and the like. In this embodiment,
the actual timing of questions is not necessary
since each question and answer is unique.
Therefore, the speed of responding to the question
is immaterial to the winner of the contest and/or
25 correct answer. Also, in the event one patron
answers the question late, there will be no

confusion which question the patron is submitting
an answer for. Patrons text message and/or email
and/or answer questions via voice-to-text
messaging their answers as indicated above using
5 the unique set of answers, in one embodiment. In
alternative embodiments, the first predetermined
number of patrons that answer the question
correctly are considered the winners.

10 The system can then display the overall
number of answers that are correct and incorrect,
e.g., a1 50%, b1 28%, c1 12% and d1 10%, and
display bar graphs and the like to the event
patrons by displaying on a display, such as the
15 scoreboard of a sporting event. The system then
identifies the patrons that have correctly
answered the question and can then send new
questions to be answered just to the previously
correct patrons, thereby further narrowing the
20 group of patrons. Successive questions can be
sent, including questions that are not multiple
choice and that require actual text to be entered
via standard wireless device interfaces, and
patrons are successively eliminated until a single
25 or sub-set of patrons are determined to be the
winners. Advantageously, the present invention

provides entertainment to the patrons at the event
by optionally providing successive questions
throughout an event. In another alternative
embodiment, simultaneously with the questions to
5 the patrons present at the event, the present
invention is also capable of sending the questions
to patrons that have registered with the system,
but are not at the event, for example, at home
watching on the television or simply not currently
10 involved in the game. The present invention is
able to transmit the same and/or different
questions to those registered users as well.
Further, in another alternative embodiment of the
present invention, viewers watching the
15 television, for example the same event that
patrons are attending, may be presented with the
same and/or different questions as well as an
address and/or telephone number to call and
provide their answer which they can compete with
20 patrons at the event or can be used to provide a
separate comparison of the answers and/or separate
winners to the contest. In this embodiment, for
example, questions may be displayed on the
television, Internet website, and the like, during
25 the event, and viewers watching the television may
respond to the questions as described above. The

system can optionally compare the percentage of
correct answers between the television viewers and
the patrons at the event, and/or provide separate
awards or a single award to the winners from the
5 pool of television/Internet viewers and/or patrons
in the event.

As discussed above, one or more of the
above alternative embodiments may be incorporated
10 into the embodiments described above, and/or any
of the embodiments discussed below. Furthermore,
any of the embodiments of the present invention
may be used for any reserved seating or other
event.

15

FIG. 35 is a flowchart of a thirteenth
embodiment of the invention. In FIG. 35, the
process begins by enrolling members in the program
that are interested in the ticket upgrade.
20 Tickets are checked in, for example, as the
patrons enter the reserved seating area, such as a
stadium or theater, through, for example, bar code
readers, scanners, infrared readers, and/or
manually or other method where the patron is
25 checked in, either at the gate, seat or other

location. An optional separate check in area is provided for patrons that want to participate in the upgrade program. For example, patrons can optionally check in a predetermined time before the event through a wireless device, Internet connection, manual or voice recognition telephone, or other manner. The important point is to provide a standard manner for allowing patrons to check in, and if the patron fails to check in using a predetermined procedure, to allow that seat to be provided to another willing patron in accordance with a process to be described below. Currently, such a process is impossible and unthinkable in view of the difficulty reserved seating events have in simply getting the patrons seated prior to the beginning of the event. The present invention represents a revolutionary process to enhance event enjoyment, earn patron loyalty and optionally provide additional revenues to the theater/stadium or optionally other patrons with the desirable ticket.

The seat re-allocation process is used to re-assign seats for patrons that are willing or interested in different or better seats. Such re-

allocation processes or algorithms may include a random process, a process where priority patrons are given priority for re-assignment of seat, a process where patrons are willing to pay
5 additional for the re-assignment to either the theater or the individual patron whose seat is being provided to another patron, frequent event patrons, season ticket patrons, a standard bidding process, or other predetermined process.
10 Simultaneously or subsequently, the check in procedure continues for a predetermined period of time until a predetermined time period has expired, for example, 5 minutes before the event begins, 10 minutes after the event begins, after a
15 predetermined event, such as the second act of a play, and the like. Once the predetermined time period or event has been completed, the check in procedure may be considered completed to begin the seat re-allocation process.

20

An optional polling process to poll existing members and non-members in seats to whether additional seats are available. That is, in another optional embodiment of the present
25 invention, non-members may also make their seats

available for re-allocation/re-sale at any point
in the process. In this additional polling
process, the next step is to determine whether
additional seats have been made available. If
5 additional seats have been made available, then
these additional seats are added to the list of
available seats.

If the patron that is identified by the
10 re-allocation process is determined to be present
in the theater, for example, via mobile telephone,
wireless device, and/or manual verification, an
optional sub-process determines whether the
patron's optional profile is also satisfied with
15 the available seating. If the optional subscriber
profile is not satisfied, then the re-allocation
process searches for another possible patron. If
the optional profile sub-process is satisfied,
then the eligible patron is notified via one or
20 more means, such as announcement, manually,
wireless device, mobile telephone, bulletin board,
and/or other means. The patron is then notified
and presented with the option of moving for free,
use of award points, additional money to the
25 theater and/or patron to whose seat is being

provided, or other predetermined criteria to
obtain the seat. The patron, of course has the
option to decline, and if so, the process
continues and returns to the re-allocation process
5 to attempt to locate another possible patron.

The patron is prompted for the method of
obtaining the tickets, such as a payment method,
such as credit card, debit card, cash, point
10 redemption, or optionally a gift/prize. The
patron subsequently selects a payment method. The
patron's account is debited at a future time, or
optionally immediately via connection to a
standard clearinghouse network, such as visa
15 network, master card network or other network via
direct connection or via the Internet, and the
like. If sufficient funds do not exist, then the
person is cleared or rejected from the opportunity
for the seat re-allocation/upgrade process. If
20 sufficient funds do exist, then the patron's
account is debited or points deducted.
Alternatively, one person may purchase the upgrade
on behalf of another person.

The patron then moves to the new seat, and the system then clears the patron's old seat from the system to optionally provide re-allocation of the previous seat. As indicated previously, if
5 the patron accepts, payment of money or other means may be effectuated on the spot via the wireless device, credit card, debit card, points, and the like, and the patron may now move to the other seat. The patron's seat may then optionally
10 be made available as an empty seat to the re-allocation process. If a predetermined period of time has not expired, then the re-allocation process may be run again to optionally continuously re-allocate seats. The patron may
15 optionally store the up-graded ticket on a wireless device for proof of entrance to the better seating area. Optionally, the seat and/or row and/or section, includes a separate reader device to receive optionally the original ticket
20 that is now re-allocated to a better seat, or a new ticket that may optionally be received by the patron via the wireless device and/or manually via a worker in the theater or stadium.

FIG. 36 is a flowchart of a fourteenth embodiment of the invention. In FIG. 36, the process begins by enrolling members in the program that are interested in the ticket upgrade.

5 Tickets are checked in, for example, as the patrons enter the reserved seating area, such as a stadium or theater, through, for example, bar code readers, scanners, infrared readers, and/or manually or other method where the patron is
10 checked in, either at the gate, seat or other location. An optional separate check in area is provided for patrons that want to participate in the upgrade program. For example, patrons can optionally check in a predetermined time before
15 the event through a wireless device, Internet connection, manual or voice recognition telephone, or other manner. The important point is to provide a standard manner for allowing patrons to check in, and if the patron fails to check in
20 using a predetermined procedure, to allow that seat to be provided to another willing patron in accordance with a process to be described below. Currently, such a process is impossible and
25 unthinkable in view of the difficulty reserved seating events have in simply getting the patrons seated prior to the beginning of the event. The

present invention represents a revolutionary
process to enhance event enjoyment, earn patron
loyalty and optionally provide additional revenues
to the theater/stadium or optionally other patrons
5 with the desirable ticket.

The check in procedure continues for a
predetermined period of time until a predetermined
time period has expired, for example, 5 minutes
10 before the event begins, 10 minutes after the
event begins, after a predetermined event, such as
the second act of a play, and the like. Once the
predetermined time period or event has been
completed, the check in procedure may be
15 considered completed to begin the seat re-
allocation process. To begin the seat re-
allocation process, a re-allocation algorithm is
used to re-assign seats for patrons that are
willing or interested in different or better
20 seats. Such re-allocation processes or algorithms
may include a random process, a process where
priority patrons are given priority for re-
assignment of seat, a process where patrons are
willing to pay additional for the re-assignment to
25 either the theater or the individual patron whose

seat is being provided to another patron, frequent event patrons, season ticket patrons, a standard bidding process, or other predetermined process.

5 An optional polling process to poll
existing members and non-members in seats to
whether additional seats are available. That is,
in another optional embodiment of the present
invention, non-members may also make their seats
10 available for re-allocation/re-sale at any point
in the process. In this additional polling
process, the next step is to determine whether
additional seats have been made available. If
additional seats have been made available, then
15 these additional seats are added to the list of
available seats.

 If the patron that is identified by the
re-allocation process is determined to be present
20 in the theater, for example, via mobile telephone,
wireless device, and/or manual verification, an
optional sub-process determines whether the
patron's optional profile is also satisfied with
the available seating. If the optional subscriber

profile is not satisfied, then the re-allocation process searches for another possible patron. If the optional profile sub-process is satisfied, then the eligible patron is notified via one or
5 more means, such as announcement, manually, wireless device, mobile telephone, bulletin board, and/or other means. The patron is then notified and presented with the option of moving for free, use of award points, additional money to the
10 theater and/or patron to whose seat is being provided, or other predetermined criteria to obtain the seat. The patron, of course has the option to decline, and if so, the process continues and returns to the re-allocation process
15 to attempt to locate another possible patron.

The patron is prompted for the method of obtaining the tickets, such as a payment method, such as credit card, debit card, cash, point
20 redemption, or optionally a gift/prize. The patron subsequently selects a payment method. The patron's account is debited at a future time, or optionally immediately via connection to a standard clearinghouse network, such as visa
25 network, master card network or other network via

direct connection or via the Internet, and the like. If sufficient funds do not exist, then the person is cleared or rejected from the opportunity for the seat re-allocation/upgrade process. If
5 sufficient funds do exist, then the patron's account is debited or points deducted. Alternatively, one person may purchase the upgrade on behalf of another person.

10 The patron then moves to the new seat, and the system then clears the patron's old seat from the system to optionally provide re-allocation of the previous seat.

15 If no confirmation is received from the patron for a predetermined period of time, the re-allocation process continues to wait until the predetermined period of time has expired. Once the predetermined period of time has expired and
20 there is no response received from the patron provided with the option of changing their seat, the patron is cleared or removed from the eligible list, and the seat is considered or assigned empty

status for the re-allocation algorithm to be again implemented.

As indicated previously, if the patron
5 accepts and a confirmation is received, payment of
money or other means may be effectuated on the
spot via the wireless device, credit card, debit
card, points, and the like, and the patron may now
move to the other seat. The patron's seat may
10 then optionally be made available as an empty seat
to the re-allocation process. If a predetermined
period of time has not expired, then the re-
allocation process may be run again to optionally
continuously re-allocate seats. The patron may
15 optionally store the up-graded ticket on a
wireless device for proof of entrance to the
better seating area. Optionally, the seat and/or
row and/or section, includes a separate reader
device to receive optionally the original ticket
20 that is now re-allocated to a better seat, or a
new ticket that may optionally be received by the
patron via the wireless device and/or manually via
a worker in the theater or stadium.

Of course, the re-allocation algorithm does not have to be run or implemented one patron at a time, but may be run to re-allocate or re-assign a plurality of patrons. If one patron or
5 higher priority patron does not accept, then the next already generated patron may be queried to determine whether the next patron desires the seat re-allocation. Further, the system optionally
10 downloads instructions on how to get to the new location, and can provide step-by-step instructions using an optional standard global positioning system (GPS) incorporated in, or as a separate accessory to, the wireless device.

15 In accordance with the invention, as indicated above, when the patron registers for ticket re-allocation and/or purchase, via for example the Internet, the patron may enter payment information at that time. Accordingly, when the
20 patron accepts the ticket re-allocation and/or purchase, the system can automatically charge the patron without the patron actually submitting/typing, for example, credit card information over a wireless device. The tickets of
25 the present invention may be used to re-allocate

patrons that are sitting in the stadium and/or
patrons that may be in the vicinity of the stadium
but were unable to get seats. Since the present
invention re-allocates and/or sells tickets very
5 near to game time in accordance with one
embodiment, the patron must be in the general
vicinity of the stadium to take advantage of this
embodiment of the invention.

10 As described above, the patron may be
transmitted, for example, emailed, the actual
ticket or a confirmation number that they can use
proceed to their seat and/or re-allocated seat. An
optional graphical display via, for example, GPS,
15 as discussed above may be used to guide the patron
to the new location upon acceptance, as well as to
help the patron decide whether to purchase the
ticket and/or upgrade. For example, a graphical
map of the stadium and/or textual description may
20 be provided to the patron to help the patron
decide the quality of the upgrade and whether to
accept.

In one alternative embodiment, if the
patron that has their ticket re-allocated in
25 error, e.g., because the patron did not show up to

the event based on the predetermined criteria but the patron was still planning on attending because they forgot about their seat being re-allocated, the system can re-allocate seats immediately upon
5 the checking in of the patron and notify them that their seats have changed because they are late. In this situation, the stadium/venue might decide to further upgrade the patrons because of the mistake.

10

In accordance with one embodiment of the present invention, the process of the present invention specifically reserves seats of the highest or very high rating that are considered
15 preferred, in the event a patron's seat is re-allocated prematurely or erroneously. In this situation, the patron who has had their seat re-allocated because they will likely receive an even better seat as a result of the mistaken (stadium
20 or patron) or premature seat re-allocation.

In another embodiment of the present invention, as patrons are entering the venue or stadium, they are provided advantageously with a

map of the stadium so patrons can analyze the
potential upgrade to make a decision whether the
upgraded seats are sufficiently good or of value
to warrant the patron moving and/or paying for the
5 additional upgrade. By handing the patron the map
of the stadium, the process of the the present
invention is not required to transmit a detailed
schematic to the patron's wireless device which
would not normally be able to effectively permit
10 the patron to evaluate the proposed upgrade seats.
The map that is handed out may optionally include
information for patrons on where to register for
the upgrade and/or additional advertisement
opportunities.

15

In one alternative embodiment, the patron
that has purchased the ticket, for example, a
season ticket holder, may advise the stadium that
for a particular game, set of games or all games,
20 they do not want their seats to be re-allocated,
and perhaps, an additional fee is assessed for
this type of patron. If the stadium provides the
ability for the patron to selectively opt out of
the seat re-allocation, the patron can, for
25 example, connect to the system via the Internet,

public switched telephone network, cellular
network, and the like, and notify the system that
they do not want their ticket re-allocated, for
example, because they are coming late to the
5 event. Other means of notifying the system and/or
other reasons may be utilized in connection with
the present invention.

In another alternative embodiment, the
10 system provides patrons the ability to
individually select when their tickets may be re-
allocated. For example, one patron may prefer to
only give up their ticket if they are late to the
game by 15 minutes, while another patron may be
15 willing to give up their ticket if they have not
arrived 15 minutes before the game. In alternative
embodiments, the stadium may provide incentives
for the patron to have their ticket re-allocated
prior to the game because it increases the
20 stadiums chances of re-allocating/re-selling the
ticket.

The present invention has particular
benefits for stadiums that are constantly sold

out, but where patrons habitually do not show up. For example, many stadiums are sold out by season ticket holders that do not show up to the game on a regular basis. The present invention permits
5 these tickets to be re-allocated in accordance with, for example, predetermined algorithms, and provide additional patrons a better experience. In addition, the present invention has the benefit of moving the patrons closer to the action/players,
10 and therefore, the ability to support and/or motivate the players to play well. In additional alternative embodiments, the stadium may provide the original ticket holder a portion of the proceeds as a result of the ticket re-allocation,
15 thereby providing additional incentive to the ticket holder to permit their ticket to be re-allocated (when this is a voluntary program in the stadium). The stadium may then keep a percentage, portion or service fee from the resale and/or re-
20 allocation of the ticket. Of course, the above embodiment may further apply to yet another embodiment where the stadium does not offer the upgrade to patrons sitting in the stadium, but to patrons that, for example, may be in the
25 geographic vicinity of the game but that may not currently have any tickets or that may be willing

to purchase the tickets when availability is
determined and to travel to the event.

5 In an alternative embodiment, the system
determines priority of re-allocation of seats
based first upon patrons that have seats that may
also be re-allocated. That is, the systems
attempts to maximize the number of re-allocations
by prioritizing the re-allocation based upon seats
10 that may be re-allocated after already being re-
allocated. For example, if front row seats in a
stadium are available to be re-allocated, in this
alternative embodiment, patrons that are in the
next closest section for example on the field
15 level would be upgraded first to those seats.
Then, patrons with less preferred seats, for
example, in the upper deck would be re-allocated
to the seats that have now become available from
the patrons that have been upgraded to the front
20 row. Thus, using this alternative priority scheme,
the present invention maximizes the re-allocation
numbers. Of course, this priority algorithm may be
combined with additional factors, for example,
relating to subscriber/patron value. As described
25 above, additional factors may be utilized in the

algorithm to determine the subscriber or set of subscribers to offer the upgrade.

5 In alternative embodiments, patrons in the vicinity of the upgraded and re-allocated patrons may optionally rate the upgraded patron, for example, for appropriate behavior, wearing of excessively large hats, drunkenness behavior, and the like. These ratings may then be taken into account in the re-allocation algorithm for future
10 upgrades to the patron.

 In alternative embodiments, the patrons eligible for the upgrade may be notified using standard email communications over a wireless
15 device, mobile telephone, and/or other standard communication means. For example, standard text-to-voice and/or voice-to-text communications may be used to contact the patron to evaluate whether an upgrade will be accepted and to actually accept
20 the upgrade.

 In another embodiment of the invention, as indicated above, when the patron registers for ticket re-allocation and/or purchase, via for

example the Internet, the patron may enter payment information at that time. Accordingly, when the patron accepts the ticket re-allocation and/or purchase, the system can automatically charge the patron without the patron actually submitting/typing, for example, credit card information over a wireless device. The tickets of the present invention may be used to re-allocate patrons that are sitting in the stadium and/or patrons that have already purchased tickets in the vicinity of the stadium but were unable to get seats and/or may be in the vicinity of the stadium but were unable to get seats. Since the present invention re-allocates and/or sells tickets at any time prior to and/or after beginning of game time in accordance with one embodiment, the patron may be in the general vicinity of the stadium to take advantage of this embodiment of the invention or even at any location when being offered upgrades and/or seats well in advance of the game. For example, the present invention can upgrade or sell tickets to patrons well in advance of the game since it advantageously is permitted or has the authority to resell tickets either via ticket holders that do not show up during the game and/or, for example, season ticket holders that

5 have authorized the stadium in advance to resell
their tickets based on predetermined criteria, for
example, when the season ticket holder notifies
the stadium that they will not be present at next
weeks game.

10 In one optional embodiment of the
invention, the patron presents the usher with the
confirmation number which the usher can enter into
a wireless device using a local or private
wireless network, or can simply use a walkie
talkie or telephone to call the dispatcher to
confirm the upgrade and/or new seats using the
customer provided confirmation number. The
15 dispatcher will have access to the system to enter
the confirmation number to confirm the validity of
the upgrade. Alternatively, a patron will retain
their old ticket. The patron will give in the old
ticket to the usher which is scanned or barcoded
20 by the usher for immediate identification of new
seats and used in place of, or in addition to,
confirmation number.

Of course, the confirmation may optionally be made via customer name with an appropriate identification card or other information. Further, alternative methods may be used to verify that the confirmation number and/or ticket being used by the patron is valid. For example, the patron may be equipped with a printing device associated with the wireless device or download an actual ticket on line from home prior to the game for the new ticket or upgrade. Alternatively, the patron may be equipped with an identifier card, optionally including a bar code with a unique identifier relating to the patron's account information and profile that can be scanned for additional convenience. Alternatively, a wireless device may be used to securely store this type of identification and/or account information.

In at least one alternative embodiment of the invention, the patron may comprise optionally a corporate account that has a number of tickets, for example, season tickets. In this embodiment, the corporate account may have associated therewith a plurality of email addresses or other communication addresses to transmit the seat or

upgrade offer to a number of potential patrons
that may rotate their attendance at the games. In
accordance with this optional embodiment, multiple
emails can be stored for a single user/corporate
5 account, and the system may transmit individual
messages to all email addresses, or may only
transmit messages to individual patrons for
corporate account that individually advise the
system that they are associated with a particular
10 ticket/bar code for a particular game and will
be/are present at a particular game.

In an alternative embodiment, patrons may
enter the stadium and subsequently inform the
system that they are present and interested in an
15 upgrade via a kiosk where the patron can scan a
bar code and enter their customer number to be
eligible for upgrades during the game. The system
is then able to transmit a message to the
customer, assuming that the customer has pre-
20 registered with the system with the appropriate
contact information. Alternatively, or in addition
to individual use of a kiosk(s), the customer
sales office may have a kiosk or additional
functionality to enter the customer name and/or
25 customer account and scan in the bar coded ticket

on the spot to register each patron as they enter the stadium or venue.

5 As described above, the patron may be transmitted, for example, emailed, the actual ticket or a confirmation number that they can use proceed to their seat and/or re-allocated seat. An optional graphical display via, for example, GPS, as discussed above may be used to guide the patron to the new location upon acceptance, as well as to help the patron decide whether to purchase the ticket and/or upgrade. For example, a graphical map of the stadium and/or textual description may be provided to the patron upon entry in the stadium to help the patron decide the quality of the upgrade and whether to accept when an offer is received by the patron at a predetermined time. The graphical map may comprise a small booklet with a map of the stadium showing seat locations, and optionally a game schedule.

10

15

20

The present invention has particular benefits for stadiums that are constantly sold out, but where patrons habitually do not show up.

For example, many stadiums are sold out by season ticket holders that do not show up to the game on a regular basis. The present invention permits these tickets to be re-allocated in accordance with, for example, predetermined algorithms, and provides additional patrons a better experience. In addition, the present invention has the benefit of moving the patrons closer to the action/players, and therefore, the ability to support and/or motivate the players to play well. In additional alternative embodiments, the stadium may provide the original ticket holder a portion of the proceeds as a result of the ticket re-allocation, thereby providing additional incentive to the ticket holder to permit their ticket to be re-allocated (when this is a voluntary program in the stadium). The stadium may then keep a percentage, portion or service fee from the resale and/or re-allocation of the ticket. Of course, the above embodiment may further apply to yet another embodiment where the stadium does not offer the upgrade to patrons sitting in the stadium, but to patrons that, for example, may be in the geographic vicinity of the game but that may not currently have any tickets or that may be willing

to purchase the tickets when availability is
determined and to travel to the event.

5 In alternative embodiments, patrons in the
vicinity of the upgraded and re-allocated patrons
may optionally be eligible for a dating or
matching service where patrons register and
provide profile information to the system and/or
through a third service provider dating service.
10 Once the system knows that the patrons will be
coming to the game and/or have actually checked in
to the stadium, the system can then arrange for
the two, four, etc. patrons to meet each other by
allocating and/or re-allocating seats to the
15 patrons together. Thus, based on profile
information, customer request and availability,
the system is able to upgrade or sell tickets to
patrons to maximize their chances of meeting
someone at the game. This optional feature
20 provides significant potential enjoyment for the
patrons participating in this dating or connection
program. In accordance with this embodiment, one
possible sequence of acceptance steps involves
profile matching the two patrons (or groups of
25 patrons) based on predetermined profile

information; transmitting a first message to the first patron regarding availability of the second patron and requesting a conditional acceptance form the first patron; transmitting a second
5 message to the second patron indicating that the first patron has conditionally accepted and request the second patron to accept; and when the second patron accepts before the first patron has rescinded the conditional acceptance, finalizing
10 the upgrade and/or seat allocation for the first and second patrons. This embodiment of the invention is a complete reverse from typical dating and/or matchmaking services which attempt to develop detailed algorithms for the matching
15 process because of the significant decision that exists in determining who to spend valuable time with. In accordance with the invention, patrons are already present at the game, and therefore, half or more than half the effort is already done.
20 The remainder is to actually meet the other person which can be accomplished with profile criteria, whether or not the algorithms are very sophisticated.

In one embodiment, the patrons that are being matched have their original seats maintained and not made available for other upgrades in the event the matching does not work out early on. In
5 this embodiment, one or both the patrons can return to their original seat. Hopefully, there will not be a significant argument of who would need to return to their original seat if an upgrade is actually performed. In addition, in
10 accordance with this embodiment, the seats that are selected do not necessarily have to be better seats in the classical sense. That is, seats further away from other ticket holders might be considered preferred when matching two individuals
15 for the first time. Alternatively, couple that would prefer a little more privacy or quieter game might request to be moved to a more isolated area. Alternatively, families with small children might prefer to be moved to a less busy area as well
20 during the game where the children might be able to freely move around. All these scenarios and/or alternatives are possible in view of the present invention. The advantage of performing a match in a public setting is that the patrons do not have
25 to worry about leaving or ending the date, and

also do not have to worry that the other person will have their home address.

5 In an alternative embodiment of the
dating/matching service of the present invention,
a dating/matching service is provided to patrons
that enter a predetermined location and/or
geographic area. The patron can enter physically
the location and/or geographic and register, for
10 example, by manually entering data in a computer,
transmitting information relating to the
registration of the patron via infrared, Bluetooth
and/or other technology, and/or automatically
register via use of GPS information associated
15 with or used in a wireless device associated with
the patron. For example, patrons that enter an
establishment can register upon entry that they
are now present within the general location of the
establishment. Upon registry, the system can
20 implement various matching algorithms currently in
use by various matching services in connection
with other patrons that have also registered at
the same location and/or a location in the general
area that the original patron registered.
25 According to this embodiment, the system

advantageously matches individuals that have
registered in the same geographic location and/or
geographic locations that are in the same general
area where the patrons can walk and/or drive to
5 meet each other in the same general time frame,
such as the same evening, same afternoon same day,
and the like.

In addition, this feature also optionally
10 permits the patrons that have participated in the
program to rate one another for future dates. For
example, one patron can rate the conversational
benefits of the second patron, the appearance of
the second patron, the overall short term versus
15 long terms relationship goals of the patron, and
the like. These ratings may then be taken into
account in the algorithm for future seat
assignments, re-allocations and/or upgrades in the
future for the first and second patrons, and all
20 other patrons will now benefit with the additional
profile information of the first and second
patrons. The matching service may be for amusement
or work related networking purposes, for example,
to meet an executive that the patron currently

works with or wishes to work with/sell in the future.

In an alternative embodiment of the
5 dating/matching service of the present invention,
a dating/matching service is provided to patrons
that enter a predetermined location and/or
geographic area. The patron can enter physically
the location and/or geographic and register, for
10 example, by manually entering data in a computer,
transmitting information relating to the
registration of the patron via infrared, Bluetooth
and/or other technology, and/or automatically
register via use of GPS information associated
15 with or used in a wireless device associated with
the patron. For example, patrons that enter an
establishment can register upon entry that they
are now present within the general location of the
establishment. Upon registry, the system can
20 implement various matching algorithms currently in
use by various matching services in connection
with other patrons that have also registered at
the same location and/or a location in the general
area that the original patron registered.
25 According to this embodiment, the system

5 advantageously matches individuals that have
registered in the same geographic location and/or
geographic locations that are in the same general
area where the patrons can walk and/or drive to
meet each other in the same general time frame,
such as the same evening, same afternoon same day,
and the like. In addition, the system
advantageously and optionally provides the feature
of allowing patrons to text message one another
10 directly, and/or exchange pictures via wireless
email, text messaging, and other wireless devices
that provide the standard capability of exchanging
pictures, such as T Mobile and/or Sprint.

15 In alternative embodiments, the ticket
holder can call in via a voice to text message,
text message and/or email and let the stadium know
early that they are not coming. In this manner the
ticket holder obtains the convenience of the
20 stadium or venue reselling their tickets in
advance, thereby providing the venue with
additional time to maximize the resale of the
ticket.

In alternative embodiments, when the patron enters the stadium, they have their ticket barcoded or other device that detects their presence can be used such as infrared, Bluetooth, etc., and then they can become eligible for an upgrade. The patron can register in advance that they want to receive upgrades by providing their name, message address, e.g., email, telephone text message address, etc., and optionally their credit card or other payment mechanism for upgrades that actually cost money as opposed to free upgrades. In alternative embodiments, the patron can register at the ticket booth when purchasing their original ticket. In this scenario, the stadium representative can enter this information on behalf of, and with the permission of, the patron since the patron may already be providing their credit card, debit card, etc. to purchase the original tickets. Alternatively or in addition, a kiosk may be provided where the patron can enter their original ticket, e.g., scan in their original ticket and provide their name and text message information in the stadium to register for a one time upgrade for the game after purchasing, for example, a regular admission ticket.

5 In alternative embodiments, an usher can
verify that the patron should be upgraded by the
patron providing the confirmation number that may
be transmitted in real-time by the system, and/or
10 by the patron using their original confirmation
number or original ticket with barcode or other
identification means, such as a smart card,
infrared reader, etc. that represents original
ticket and presenting same to the user. The usher
10 then needs only to scan in the original ticket and
the system will verify whether the patron
associated with the original ticket is valid and
whether the upgrade is valid.

15 In alternative embodiments, a warning
message may be sent to the ticket holder that has
not shown up to game warning them that if they do
not respond within a certain time period that
their seat will be re-allocated or re-assigned to
20 another patron. Similarly, a release message may
be sent to the ticket holder after their seat has
actually been released and/or re-allocated,
thereby notifying the patron that if they change
their mind in attending the game, they will have
25 to obtain an additional ticket. In alternative

embodiments, the ticket holder that has their seat released and re-allocated can be themselves re-allocated a similar, worse or better seat, depending on, for example, their subscriber value and/or other criteria. For example, if the patron is provided a better seat, this will encourage them to more readily give up their seats in the future even if they are attending the game. On the other hand, if the patron is provided a worse seat, then this encourages them not to artificially give up or have their seat released when attending the game. Accordingly, the present invention is designed to deal with various behavioral patterns of specific ticket holders, and may optionally and advantageously be a ticket holder specific with respect to various criteria for re-assigning, releasing, selling and/or re-allocating tickets.

20 In alternative embodiments, the system transmits to the ticket holder a welcome message after being upgraded and after having being moved to a new upgraded seat location. In one embodiment, the system identifies that the patron has been successfully upgraded after the patron

provides the usher with a confirmation number or original ticket, which is then verified by the usher and system.

5 In alternative embodiments, the system, after having identified which patrons have checked into the stadium and/or have been upgraded, transmits a trivia question and/or additional advertisements to all patrons attending the game.

10 In alternative embodiments, the information is transmitted to both patrons that are attending the game and additional patrons that have registered in the past to receive information but that are not attending the game. The participants can, for

15 example, answer trivia questions and respond with their wireless device. Depending on whether the patron is attending the game or not, the system may determine to offer or deal with each of the patrons differently. For example, for patrons at

20 the game, winners may be successively determined and narrowed, as patrons successfully and unsuccessfully answer questions, round after round of questions in a "spelling bee" format. For patrons that are not attending the game, winners

25 may be declared, or statistics provided to the

broadcast station that can be aired on television.
In yet additional alternative embodiments, instead
of transmitting information/questions to the
patrons via the wireless device, the
5 information/questions are displayed on the stadium
billboard for patrons at the game and/or on
television for patrons that are watching the game
on television. The patron can then merely respond
via the device, e.g., the telephone accordingly
10 via a voice-to-text system or via other mobile
devices via text messaging.

In alternative embodiments, the
present invention provides the advantage of
15 additional advertising sponsorship to the venue.
For example, in one embodiment, the venue is
partitioned into different locations that may be
assigned to different sponsors. In one embodiment,
the sponsor that provides the most value may be
20 assigned a certain number of premium seats that
are not available to other sponsors.

For example, the sponsor may offer a
discount on the upgrade if you are a Verizon or
25 Verizon Wireless customer or they credit your cell
account for each seat upgrade or you get say 30

free minutes, etc. In alternative embodiments, the present invention provides the advantage of one wireless provider to advertise on another wireless providers mobile phone or wireless device. For

5 example, if Verizon Wireless is a sponsor of the upgrade system for a particular stadium, the present invention will still work with, for example, AT&T, SPRINT, and CINGULAR customers. An advertisement message sent with the upgrade offer

10 may read on the AT&T phone, "brought to you by Verizon Wireless." In an alternative embodiment of the present invention, text messaging is optionally used for mobile phones to perform the message communication of the present invention.

15 The user is only required, in one embodiment, to reply or respond with a "Yes" to accept the upgrade offer since the user has advantageously pre-registered with the system, thereby minimizing the required communication/input by the user. In

20 an alternative embodiment, the user, instead of pre-registering with the system, is charged on their wireless or even regular telephone number bill when they accept the upgrade offer. Thus, the wireless system that either administers the user's

25 regular or wireless account or the upgrade sponsor

may be responsible for actually billing the customer in this alternative embodiment.

5 In the alternative embodiment when
text messaging is optionally used alone or in
combination with other communication methods, the
system provides the additional advantage of
maximizing bandwidth usage by not requiring use of
bandwidth on the wireless voice system, thereby
10 maximizing system resources.

 In another alternative embodiment,
the present invention optionally and
advantageously provides a security and/or safety
15 feature in the event of, for example, a minor
event where a parent gets separated from a child,
a disaster or other event that might require
evacuation of the stadium. In one embodiment, the
person needing help provides their name to an
20 attendant that can search the system for the
contact information of their companion/parent. The
system can thereafter send an email and/or text
message to the companion/parent regarding the
status of that person and provide instructions for
25 meeting that person or arranging help, authorizing
medical procedures, and the like. In another

embodiment, the person requiring help, e.g., a
child provides the attendant or kiosk with their
ticket which can, e.g., scan the bar code or other
reader system. The system can either automatically
5 provide a text message to the parent who can then
reply to the child/attendant via the kiosk to meet
the child.

Alternatively, the parent can be
10 instructed to meet the child at a predetermined
location, and to stop looking for the child
because the child was found. Thus, for this
example, the person who is lost or separated from
their party can notify security or access a kiosk.
15 Security can, for example, notify the parent that
child is in safe custody, and should not search
the stadium, and therefore, meet outside stadium
in a pre-specified safe place.

20
In an alternative embodiment, if a
child/person is separated, the security
guard/kiosk can arrange the best place to meet,
either in or outside the stadium, together based
25 on an optional global positioning system (GPS). In
addition, the party with the mobile device can be

provided directions on where to go to meet their party from who they have been separated.

5 In an alternative embodiment, the present invention may also be used in a security, defense and/or safety setting to direct patrons in a stadium for an orderly evacuation or notify patrons regarding status of a safety related event via, for example, a broadcast message including
10 text message, email and the like. In this manner, system communication resources may be most efficiently utilized by not over-utilizing the system via voice communication, unless completely necessary. For example, the message can be
15 broadcast in the event of an impending hurricane. In this situation, patrons in different sections get different messages, for example, to exit the stadium out of gates/exits that are either less occupied or closest to the section the patrons are
20 sitting in. Advantageously, the present invention has the patrons contact information, including optionally and advantageously text messaging, that can be broadcast or sent to different patrons. The advantage of text messaging is that the bandwidth
25 is more efficiently used in the event of an emergency, and there are no busy signals as in a

voice network. Further, the message is send, and
if the network is at capacity, the system can
automatically resend or the message will be placed
in queue and sent as soon as capacity becomes
5 available.

In another alternative embodiment of
the invention, the security bracelets of the
present invention can be required to be displayed
10 and read on exit from a venue when a parent has
reported that a child has been separated. In this
event, all patrons are checked when they exit the
stadium. The parent can report the specific seat
that the child was sitting in, and then on exit,
15 all patrons are checked. If the specific seat
appears or if a child attempts to leave without
scanning or presenting their bracelet, then that
child can be taken into custody until their parent
arrives, thereby possibly preventing abduction.

20
For instance, in sporting venues the
bracelet ticket includes the machine readable
information that comprises at least one of a bar
code and radio frequency identifier used for
25 security check in, and optionally check out. In
this manner, the standard reading machines that

can scan the bar code or RFID information can keep track of people that have checked into the sporting event and/or venue. Advantageously, the machine readable information on the bracelet can also be used by the venue in the event the patrons seat assignment is modified, for example, via an electronic ticket exchange or upgrade program. In this embodiment, the visible indicia are no longer valid for the actual seating that may be dynamically changed and only represents optionally an initial seat assignment. However, the machine readable information may be used as a code to reference the specific patron and assign that patron a new seat. Thus, when the ticket reader scans the ticket and actually identifies, for example, the bar code, this information can be used to reference the patron, update and/or confirm the patron's current seat via the reader used, for example, by ushers in the venue, kiosk, entrance to the venue, and the like.

In an alternative embodiment, the security bracelets of the present invention can be required to be displayed and read on exit from a venue when a parent has reported that a child has been separated. In this event, all patrons are checked

when they exit the stadium. The parent can report the specific seat that the child was sitting in, and then on exit, all patrons are checked. If the specific seat appears or if a child attempts to
5 leave without scanning or presenting their bracelet, then that child can be taken into custody until their parent arrives, thereby possibly preventing abduction. This information, as previously mentioned, may be visually
10 cognizable for the patron and in combination, readable by electronic means if the bracelet includes a magnetic strip, bar code imprinting, or RF chip.

15 In an alternative embodiment of the present invention, the security bracelet and ticket combination of the present invention advantageously includes a bar code or other machine readable information such as a RFID
20 device. When, for example, a child is separated from their parent, the parent can notify security and the seat number associated with the child. If the child attempts to leave with their bar code/identifier, the system detects the bar
25 code/identifier as either being valid and identifying the child that is missing or being

invalid and raising another red flag. In an
alternative embodiment, the bar codes/identifiers
associated between children and adults correspond
such that the child identifier must be within a
5 predetermined time and/or number of checking out
identifiers from/within the adult identifier. If
this does not occur, the system determines that
the child is leaving without their parent, and
possibly being abducted.

10

In an alternative embodiment, the system
links one or more tickets/identifiers together and
requires the tickets/identifiers to exit the venue
or event within a predetermined time period from
15 one another and/or within a predetermined number
of tickets/identifiers that have exited the venue
and/or event. In the event that one
ticket/identifier exits the venue or event and the
associated identifier does not, then an alarm or
20 other indicator occurs, and the attendants will
detain the patrons that have initiated the alarm
to for security purposes.

In an alternative embodiment, the tickets are advantageously coded with designations such as adult, child and the like. In the event a child ticket/identifier exits the stadium before the associated adult and/or more that a predetermined time period and/or number of patrons exiting, the system can initiate an alarm so that an attendant can determine if a child has exited the venue or event without their parent or with a wrong parent potentially averting a kidnapping. In this embodiment, an additional combination is the use of the standard fast pass feature, for example, at theme parks, and the like, where the venue records predetermined events that the user of the card enters in a faster line. In this embodiment, if a child ticket/identifier is not associated with a parent ticket/identifier, for example, as described above, the child may be denied entry into the event or venue if not accompanied by their parent. In alternative embodiments, the venue/event sponsor or organizer associates tickets upon request from the patron. In addition, in another alternative embodiment, a kiosk is provided inside and/or outside the venue for, for example, parents to register their tickets and have them associated with their children's tickets

to prevent the child from exiting the venue without them, for example, as described above.

5 In an alternative embodiment of the present invention, the system and method are adapted to utilize any type of wireless device with different interface and communication options. For example, different wireless devices have different constraints with respect to the interface, e.g., number of characters, how the
10 subject and body of the messages are used/communicated, etc. Accordingly, the present invention optionally provides a protocol conversion system depending on the type of
15 wireless device and the wireless device constraints, including message constraints and/or the wireless communication system. In alternative embodiments, the system determines the wireless device provider based on the address received from
20 the wireless device, and is able to automatically determine the type of message and/or message constraints and transmission constraints associated therewith based for example, on real-time information or on pre-determined stored
25 information on the device and/or communication

system. Accordingly, a protocol conversion system for different wireless devices is provided by the present invention for sending and/or receiving messages, such as upgrade offers, responses,
5 acceptances, and the like, from a variety of different users/mobile devices and wireless systems.

In another alternative embodiment of the present invention, a security bracelet is
10 advantageously utilized, for example, such as the security bracelet disclosed in U.S. application number 10/680,207, filed on October 8, 2003, to Abraham I. Reifer, et al., and incorporated herein by reference, in the event of a reported event,
15 security breach, abduction, and the like. In this embodiment, all patrons exiting the stadium must show their ticket and/or identifier so that the venue can check all patrons out of the stadium. Thus, for example, if two kidnappers come in the
20 stadium, and want to use one bracelet for a child, the second kidnapper will be stranded in the stadium. In addition, if one kidnapper buys two tickets, then upon exit with the child and the additional ticket, a barcode/identifier will be
25 exiting without ever having checked in, and then the alarm will go off as well.

In another alternative embodiment, the present invention provides a broadcast message to warn patrons of an event, such as an advertisement, sale and/or even a weather related event such as a hurricane that might require the venue to be evacuated. Advantageously, in at least one embodiment, the broadcast message comprises standard text messaging that optimizes or better utilizes capacity form the communication system. Thus, when using text messaging capabilities, the present invention efficiently transmits text messages to numerous subscribers regarding, for example, exit information, contacting and/or meeting additional parties that have been separated, and the like.

In an alternative embodiment of the present invention, the present invention optionally provides the capability to penetrate into secondary market with season ticket holders selling ahead of time the games they will not be attending. For example, the present invention optionally provides the feature for the season ticket holder and/or general ticket purchaser the ability to view in advance of the season and/or

game the schedule, and to alert the venue and/or stadium of games and/or events they will not be attending, thereby permitting the stadium/venue to attempt to resell the tickets to other patrons.

5 For example, in one embodiment of the invention, the patron is provided with a monthly schedule listing the events that may be attended. The patron, such as a season ticket holder, may then click or place an indicator on all games they will
10 not be attending for the season in advance, thereby providing the stadium with the ability to resell tickets well in advance of the event. Once the patron completes identifying games that will not be attended, the system then compiles a list
15 and transmits the list to the patron for an optional confirmation. This list is then used by the system to release seats well in advance of the game. In an alternative embodiment of the invention, registered users of the system for, for
20 example, upgrades, may also be notified of seat availability for sales prior to the game/event. In an alternative of this embodiment, registered users may receive text messages, emails, and the like, notifying them advantageously of the
25 availability of seats that heretofore have never been easily available to the public for sale,

thereby allowing the venue to participate in
secondary market ticket sales.

5 In one alternative embodiment of the
present invention, the system/process of the
present invention provides or operates as a middle
person/broker between the ticket holder that is
returning tickets to the venue, such as the season
ticket holder, and a ticket sales system and/or
10 company, such as tickets.com, by notifying the
tickets company of the newly available seats via
notification by the ticket holder, such as the
season ticket holder of season ticket games not
being attended.

15

 In one alternative embodiment of the
invention, the system and/or process transmits
text messages, emails and the like, to offer
tickets and/or seats and/or admittance to
20 subscribers for events and/or games with empty
seats even before game. Thus, the present
invention allows the venue to participate in the
secondary ticket sales market and the upgrade
market, thereby increasing revenue and fan
25 loyalty.

Of course, all of the embodiments of the present invention may be used for any reserved seating event, and/or venue that require tickets for entry thereof.

5

In another alternative embodiment of the present invention, the use of machine readable identifiers provides advantages for, for example, the upgrade program or ticket exchange of the present invention. For example, when the upgrade, re-allocation and/or electronic ticket is issued, the machine readable identifier, for example, the bar code, on the original ticket is invalidated, thereby preventing use of the invalidated ticket. Accordingly, when a new ticket holder purchases the ticket from the season ticket holder, the new purchaser will be issued a new machine readable identifier, and optionally a new paper ticket. The present invention advantageously is able to handle the issuance of a new ticket and invalidates the old ticket and optionally the old identifier that has, for example, been returned by the season ticket holder, thereby providing dynamic ticketing capability.

25

In an alternative embodiment of the present invention, the new patron obtains a new identifier such as a barcode, the old bar code of, for example, the season ticket holder is
5 invalidated. In one embodiment of the invention, season ticket holders are offered to opt in the upgrade process. Various commercial incentives are possible for the season ticket holder to opt in the upgrade process, such as monetary compensation
10 when their ticket is used for an upgrade and/or resold whether they express their intention not to go to the game prior to the game, and the like. Alternatively, season ticket holders may be offered that the cost of their season tickets
15 will, for example, remain the same as the previous year or be reduced if they participate in the program. Therefore, the combination season ticket trade-in and upgrade program in one embodiment of the invention will be beneficial to season ticket
20 holders by allowing them to trade when they already know that they have no intention of attending a game, and allow the season ticket holder to recoup some cost of the season tickets if they do not attend and their ticket is used as
25 an upgrade. In addition, additional patrons of the event and/or sports team are permitted to attend

the game in locations/seats that they might never
have been able to obtain access to. Further, the
venue/stadium/team maximize revenues by being able
to place tickets on the secondary market when the
5 ticket holder notifies the venue early enough that
they are not attending the event, the venue also
obtains additional revenue from upgrades when
tickets are upgraded, and the venue obtains
additional fan loyalty.

10

In another embodiment of the present
invention, the system provides the ability to
advertise via email, text messaging, and the like,
for one wireless carrier on the wireless device
15 that is using another wireless carrier. Since the
user of the wireless device has requested the
service, the user appropriately receives the
communication from the ticketing system of the
present invention, and therefore, also
20 appropriately received the advertisement from the
wireless carrier that is different than the
wireless carrier that the user of the wireless may
be using at that time.

25

In another alternative embodiment of the
present invention, offers to purchase seats either

during the game or even well in advance of the game are "pushed" or transmitted out to registered users that have supplied their wireless and/or Internet addresses. For example, patrons can
5 register in advance for the upgrade and/or regular ticket offers to purchase admittance via various methods including the Internet. When seats band/or admittance becomes available, a broadcast message or other standard messages may be transmitted to
10 the registered patrons to notify them of the seat availability. Thus, seat offers are "pushed" to registered users that have requested this service advantageously to a wireless device and/or other address including standard telephone
15 communication, as well as additional optional advertisements. The system, in one alternative embodiment, provides the user the option when registering to accept certain types of advertisements to be received on their wireless
20 device via email and/or text messaging. In other embodiments, the user does not have the option of which advertisements to receive.

Advantageously, in accordance with one
25 alternative embodiment of the present invention, if a patron decides to attend an event such as a

sporting event when the patron does not have time to wait to receive paper tickets (e.g., the patron is visiting in another city/location and does not have time to wait to receive tickets via mail and is on the go), the system of the present invention transmits a ticket to the patron via, for example, a wireless communication system and/or other standard electronic communication system such as the Internet, and the patron can present their ticket, for example, on their wireless device and show up to game.

In another embodiment of the present invention, an interactive patron entertainment system is provided where trivia questions, for example multiple choice questions on a variety of topics, are sent to the patron via email and/or text messaging and/or displayed on the scoreboard with an address to respond, such as trivia@utixx.com. Patrons then text message and/or email and/or answer questions via voice-to-text messaging their answers. The system can then display the overall number of answers that are correct and incorrect, display bar graphs and the like to the event patrons by displaying on a display, such as the scoreboard of a sporting

event. The system then identifies the patrons that have correctly answered the question and can then send new questions to be answered just to the previously correct patrons, thereby further
5 narrowing the group of patrons. Successive questions can be sent, including questions that are not multiple choice and that require actual text to be entered via standard wireless device interfaces, and patrons are successively
10 eliminated until a single or sub-set of patrons are determined to be the winners. Advantageously, the present invention provides entertainment to the patrons at the event by optionally providing successive questions throughout an event. In
15 another alternative embodiment, simultaneously with the questions to the patrons present at the event, the present invention is also capable of sending the questions to patrons that have registered with the system, but are not at the
20 event, for example, at home watching on the television or simply not currently involved in the game. The present invention is able to transmit the same and/or different questions to those registered users as well. Further, in another
25 alternative embodiment of the present invention, viewers watching the television, for example the

same event that patrons are attending, may be presented with the same and/or different questions as well as an address and/or telephone number to call and provide their answer which they can
5 compete with patrons at the event or can be used to provide a separate comparison of the answers and/or separate winners to the contest. In this embodiment, for example, questions may be displayed on the television, Internet website, and
10 the like, during the event, and viewers watching the television may respond to the questions as described above. The system can optionally compare the percentage of correct answers between the television viewers and the patrons at the event,
15 and/or provide separate awards or a single award to the winners from the pool of television/Internet viewers and/or patrons in the event.

20 In another alternative embodiment of the present invention, the system uses a seat database to determine which of the reserved seats are currently in use. The system may integrate with the seat database system of a venue and/or stadium
25 or optionally be used in parallel with the seat venue/stadium database. For example, prior to the

event, the system may utilize the seat database of the venue to determine available seating and patrons that do not show up after a predetermined period of time. Alternatively, the present invention can operate using a separate database from the event/venue by copying or building a separate database used for the ticketing and/or upgrading according to the present invention. In this alternative, as patrons enter the venue, they are checked in directly to this separate database. At the time of the event, the system will be able to check-in patrons using either the identification system, e.g., bar code scanner, of the event or venue, or provide a separate identification system.

In alternative embodiments of the invention, the patron that knows they are attending the game but is going to be late can send in a HOLD message even prior to being provided a warning message that their seats are to be released if the patron does not respond to the message with the HOLD request. That is, in this embodiment, since the patron already knows well in advance that they are attending the game, but perhaps stuck in traffic, the patron can initiate

the HOLD message before even being warned in advance of the possibility of their seat being released.

5 In another alternative embodiment, patrons that have registered with the system and optionally checked into the stadium and/or venue in advance and who also know that they would like an upgrade and/or ticket, may initiate their own
10 upgrade request to the system to notify the system of their willingness to purchase an upgrade and/or new ticket for the event/venue. The system may then place these patrons on a higher priority since they have already expressed an intent
15 and/or willingness to purchase the upgrade or ticket. The patron may notify the event and/or stadium of their willingness optionally well in advance of the game or near/after game time at a time which the patron commits or expresses an
20 additional heightened desire to upgrade and/or purchase a ticket.

 In alternative embodiments, the system includes the advantage of allowing patrons to
25 register free for a predetermined period of time, for example, for the first year, without paying a

yearly subscriber fee. Alternatively and/or in addition thereto, the system provides the patron with their first upgrade for free or for a reduced rate to further encourage the patron to register with the system and method of the present invention. Alternatively and/or in addition thereto, the system of the present invention offers the patron reduced and/or free concessions when purchasing a membership, ticket and/or upgrade to further encourage the patron to participate in the offers of the present invention.

In alternative embodiments of the present invention, the matching system and/or process, permits participants in the program to initiate a message to the system with the seat location and/or name of the patron that they would like to be matched with for a meeting, networking and/or socializing such as a date. In this embodiment, the system may the push the message to the other subscriber and assign new seats to the individuals that are to be matched. Alternatively, the system Need not require a specific confirmation that the second individual to be notified of the potential match is physically located near the first

individual, but can rely on the first individual
to provide that information. For example, the
first individual may see a potential date in a
restaurant, and may then send a message to the
5 system with that person's name or address, that
they would like to meet that other individual. In
that situation, the second individual will receive
a message of the possible match, and can respond
and accept or reject the offer to meet. The second
10 individual can then provide a meeting destination
or the system can suggest a meeting place based on
the first individual advising the system of their
location, and the location of the second
individual.

15

In another embodiment of the present
invention, an interactive patron entertainment
system is provided where trivia questions, for
example multiple choice questions on a variety of
20 topics, are sent to the patron via email and/or
text messaging and/or displayed on the scoreboard
with an address to respond, such as
trivia@utixx.com. Advantageously, the multiple
choice questions each have unique selections, such
25 as a1, b1, c1 and d1 for question #1; a2, b2, c2,
and d2 for question #2; a3, b3, c3 and d3 for

question #3, and the like. In this embodiment, the actual timing of questions is not necessary since each question and answer is unique. Therefore, the speed of responding to the question is immaterial to the winner of the contest and/or correct answer. Also, in the event one patron answers the question late, there will be no confusion which question the patron is submitting an answer for. Patrons text message and/or email and/or answer questions via voice-to-text messaging their answers as indicated above using the unique set of answers, in one embodiment. In alternative embodiments, the first predetermined number of patrons that answer the question correctly are considered the winners.

The system can then display the overall number of answers that are correct and incorrect, e.g., a1 50%, b1 28%, c1 12% and d1 10%, and display bar graphs and the like to the event patrons by displaying on a display, such as the scoreboard of a sporting event. The system then identifies the patrons that have correctly answered the question and can then send new questions to be answered just to the previously correct patrons, thereby further narrowing the

group of patrons. Successive questions can be sent, including questions that are not multiple choice and that require actual text to be entered via standard wireless device interfaces, and

5 patrons are successively eliminated until a single or sub-set of patrons are determined to be the winners. Advantageously, the present invention provides entertainment to the patrons at the event by optionally providing successive questions

10 throughout an event. In another alternative embodiment, simultaneously with the questions to the patrons present at the event, the present invention is also capable of sending the questions to patrons that have registered with the system,

15 but are not at the event, for example, at home watching on the television or simply not currently involved in the game. The present invention is able to transmit the same and/or different questions to those registered users as well.

20 Further, in another alternative embodiment of the present invention, viewers watching the television, for example the same event that patrons are attending, may be presented with the same and/or different questions as well as an

25 address and/or telephone number to call and provide their answer which they can compete with

patrons at the event or can be used to provide a separate comparison of the answers and/or separate winners to the contest. In this embodiment, for example, questions may be displayed on the television, Internet website, and the like, during the event, and viewers watching the television may respond to the questions as described above. The system can optionally compare the percentage of correct answers between the television viewers and the patrons at the event, and/or provide separate awards or a single award to the winners from the pool of television/Internet viewers and/or patrons in the event.

As discussed above, one or more of the above alternative embodiments may be incorporated into the embodiments described above, and/or any of the embodiments discussed below. Furthermore, any of the embodiments of the present invention may be used for any reserved seating or other event.

FIG. 37 is a flowchart of a fifteenth embodiment of the invention. In FIG. 37, the process begins by enrolling members in the program

that are interested in the ticket upgrade.

Tickets are checked in, for example, as the patrons enter the reserved seating area, such as a stadium or theater, through, for example, bar code

5 readers, scanners, infrared readers, and/or manually or other method where the patron is checked in, either at the gate, seat or other location. An optional separate check in area is provided for patrons that want to participate in

10 the upgrade program. For example, patrons can optionally check in a predetermined time before the event through a wireless device, Internet connection, manual or voice recognition telephone, or other manner. The important point is to

15 provide a standard manner for allowing patrons to check in, and if the patron fails to check in using a predetermined procedure, to allow that seat to be provided to another willing patron in accordance with a process to be described below.

20 Currently, such a process is impossible and unthinkable in view of the difficulty reserved seating events have in simply getting the patrons seated prior to the beginning of the event. The present invention represents a revolutionary
25 process to enhance event enjoyment, earn patron loyalty and optionally provide additional revenues

to the theater/stadium or optionally other patrons with the desirable ticket.

5 The check in procedure continues for a
predetermined period of time until a predetermined
time period has expired, for example, 5 minutes
before the event begins, 10 minutes after the
event begins, after a predetermined event, such as
the second act of a play, and the like. Once the
10 predetermined time period or event has been
completed, the check in procedure may be
considered completed to begin the seat re-
allocation process. To begin the seat re-
allocation process, a re-allocation algorithm is
15 used to re-assign seats for patrons that are
willing or interested in different or better
seats. Such re-allocation processes or algorithms
may include a random process, a process where
priority patrons are given priority for re-
20 assignment of seat, a process where patrons are
willing to pay additional for the re-assignment to
either the theater or the individual patron whose
seat is being provided to another patron, frequent
event patrons, season ticket patrons, a standard
25 bidding process, or other predetermined process.

5 An optional polling process to poll
existing members and non-members in seats to
whether additional seats are available. That is,
10 in another optional embodiment of the present
invention, non-members may also make their seats
available for re-allocation/re-sale at any point
in the process. In this additional polling
process, the next step is to determine whether
15 additional seats have been made available. If
additional seats have been made available, then
these additional seats are added to the list of
available seats.

15 If the patron that is identified by the
re-allocation process is determined to be present
in the theater, for example, via mobile
telephone, wireless device, and/or manual
verification, an optional sub-process determines
20 whether the patron's optional profile is also
satisfied with the available seating. If the
optional subscriber profile is not satisfied,
then the re-allocation process searches for
another possible patron. If the optional profile
25 sub-process is satisfied, then the eligible

patron is notified via one or more means, such as announcement, manually, wireless device, mobile telephone, bulletin board, and/or other means. The patron is then notified and presented with
5 the option of moving for free, use of award points, additional money to the theater and/or patron to whose seat is being provided, or other predetermined criteria to obtain the seat. The patron, of course has the option to decline, and
10 if so, the process continues and returns to the re-allocation process to attempt to locate another possible patron.

The patron is prompted for the method of
15 obtaining the tickets, such as a payment method, such as credit card, debit card, cash, point redemption, or optionally a gift/prize. The patron subsequently selects a payment method. The patron's account is debited at a future time, or
20 optionally immediately via connection to a standard clearinghouse network, such as visa network, master card network or other network via direct connection or via the Internet, and the like. If sufficient funds do not exist, then
25 the person is cleared or rejected from the

opportunity for the seat re-allocation/upgrade process. If sufficient funds do exist, then the patron's account is debited or points deducted. Alternatively, one person may purchase the upgrade
5 on behalf of another person.

The patron then moves to the new seat, and the system then clears the patron's old seat from the system to optionally provide re-allocation of
10 the previous seat. As indicated previously, if the patron accepts, payment of money or other means may be effectuated on the spot via the wireless device, credit card, debit card, points, and the like, and the patron may now move to the
15 other seat. The patron's seat may then optionally be made available as an empty seat to the re-allocation process. The process then optionally determines whether there have been additional vacancies, for example, just prior to the event,
20 during the event or as a result of predetermined processes, and empties and/or makes available these additional seats for the event. For example, if standard smart card, standard scanner, standard bluetooth, wireless, or other technology
25 is used in the present invention, additional seats

may be made available as patrons leave the event
early, for example if diverted for an urgent
business meeting, and the like. These additional
seats may provide additional opportunities for
5 patron satisfaction, revenue (theater or patrons),
advertising, advertising sponsorship for banner
advertising on the wireless device and/or in the
theater, and the like. Thus, scanners posted at
strategic locations, for example, at the exit of
10 the theater or stadium will confirm that the
patron is leaving, and optionally prompt the
patron to confirm that they do not plan on
returning. This embodiment may optionally be used
in other embodiments of the present invention,
15 and vice versa.

If a predetermined period of time has not
expired, then the re-allocation process may be run
again to optionally continuously re-allocate seats
20 while advantageously including the additional
seats. The patron may optionally store the up-
graded ticket on a wireless device for proof of
entrance to the better seating area. Optionally,
the seat and/or row and/or section, includes a
25 separate reader device to receive optionally the

original ticket that is now re-allocated to a better seat, or a new ticket that may optionally be received by the patron via the wireless device and/or manually via a worker in the theater or stadium.

FIG. 38 is an illustration of a main central processing unit for implementing the computer processing in accordance with a computer implemented embodiment of the present invention. The procedures described above may be presented in terms of program procedures executed on, for example, a computer or network of computers.

Viewed externally in FIG. 38, a computer system designated by reference numeral 40 has a central processing unit 42 having disk drives 44 and 46. Disk drive indications 44 and 46 are merely symbolic of a number of disk drives which might be accommodated by the computer system. Typically these would include a floppy disk drive such as 44, a hard disk drive (not shown externally) and a CD ROM indicated by slot 46. The number and type of drives varies, typically with different computer configurations. Disk drives 44 and 46 are in fact optional, and for

space considerations, may easily be omitted from the computer system used in conjunction with the production process/apparatus described herein.

5 The computer also has an optional display 48 upon which information is displayed. In some situations, a keyboard 50 and a mouse 52 may be provided as input devices to interface with the central processing unit 42. Then again, for
10 enhanced portability, the keyboard 50 may be either a limited function keyboard or omitted in its entirety. In addition, mouse 52 may be a touch pad control device, or a track ball device, or even omitted in its entirety as well. In
15 addition, the computer system also optionally includes at least one infrared transmitter 76 and/or infrared receiver 78 for either transmitting and/or receiving infrared signals, as described below.

20

 FIG. 39 illustrates a block diagram of the internal hardware of the computer of FIG. 38. A bus 56 serves as the main information highway interconnecting the other components of the
25 computer. CPU 58 is the central processing unit of the system, performing calculations and logic

operations required to execute a program. Read
only memory (ROM) 60 and random access memory
(RAM) 62 constitute the main memory of the
computer. Disk controller 64 interfaces one or
5 more disk drives to the system bus 56. These disk
drives may be floppy disk drives such as 70, or CD
ROM or DVD (digital video disks) drive such as 66,
or internal or external hard drives 68. As
indicated previously, these various disk drives
10 and disk controllers are optional devices.

A display interface 72 interfaces display 48
and permits information from the bus 56 to be
15 displayed on the display 48. Again as indicated,
display 48 is also an optional accessory. For
example, display 48 could be substituted or
omitted. Communication with external devices, for
example, the components of the apparatus described
20 herein, occurs utilizing communication port 74.
For example, optical fibers and/or electrical
cables and/or conductors and/or optical
communication (e.g., infrared, and the like)
and/or wireless communication (e.g., radio
25 frequency (RF), and the like) can be used as the

transport medium between the external devices and communication port 74.

5 In addition to the standard components of the computer, the computer also optionally includes at least one of infrared transmitter 76 or infrared receiver 78. Infrared transmitter 76 is utilized when the computer system is used in conjunction with one or more of the processing
10 components/stations that transmits/receives data via infrared signal transmission.

FIG. 40 is a block diagram of the internal hardware of the computer of FIG. 38 in accordance with a second embodiment. In FIG. 40, instead of
15 utilizing an infrared transmitter or infrared receiver, the computer system uses at least one of a low power radio transmitter 80 and/or a low power radio receiver 82. The low power radio
20 transmitter 80 transmits the signal for reception by components of the production process, and receives signals from the components via the low power radio receiver 82. The low power radio transmitter and/or receiver 80, 82 are standard
25 devices in industry.

FIG. 41 is an illustration of an exemplary memory medium which can be used with disk drives illustrated in FIGs. 38-40. Typically, memory media such as floppy disks, or a CD ROM, or a digital video disk will contain, for example, a multi-byte locale for a single byte language and the program information for controlling the computer to enable the computer to perform the functions described herein. Alternatively, ROM 60 and/or RAM 62 illustrated in FIGs. 37-38 can also be used to store the program information that is used to instruct the central processing unit 58 to perform the operations associated with the production process.

15

Although processing system 40 is illustrated having a single processor, a single hard disk drive and a single local memory, processing system 40 may suitably be equipped with any multitude or combination of processors or storage devices. Processing system 40 may, in point of fact, be replaced by, or combined with, any suitable processing system operative in accordance with the principles of the present invention, including sophisticated calculators, and hand-held, laptop/notebook, mini, mainframe and super

25

computers, as well as processing system network combinations of the same.

5 Conventional processing system architecture
is more fully discussed in Computer Organization
and Architecture, by William Stallings, MacMillan
Publishing Co. (3rd ed. 1993); conventional
processing system network design is more fully
discussed in Data Network Design, by Darren L.
10 Spohn, McGraw-Hill, Inc. (1993), and conventional
data communications is more fully discussed in
Data Communications Principles, by R.D. Gitlin,
J.F. Hayes and S.B. Weinstein, Plenum Press (1992)
and in The Irwin Handbook of Telecommunications,
15 by James Harry Green, Irwin Professional
Publishing (2nd ed. 1992). Each of the foregoing
publications is incorporated herein by reference.

 Alternatively, the hardware configuration
20 may be arranged according to the multiple
instruction multiple data (MIMD) multiprocessor
format for additional computing efficiency. The
details of this form of computer architecture are
disclosed in greater detail in, for example, U.S.
25 Patent No. 5,163,131; Boxer, A., Where Buses
Cannot Go, IEEE Spectrum, February 1995, pp. 41-

45; and Barroso, L.A. et al., RPM: A Rapid Prototyping Engine for Multiprocessor Systems, IEEE Computer February 1995, pp. 26-34, all of which are incorporated herein by reference.

5

In alternate preferred embodiments, the above-identified processor, and in particular microprocessing circuit 58, may be replaced by or combined with any other suitable processing
10 circuits, including programmable logic devices, such as PALs (programmable array logic) and PLAs (programmable logic arrays). DSPs (digital signal processors), FPGAs (field programmable gate
15 arrays), ASICs (application specific integrated circuits), VLSIs (very large scale integrated circuits) or the like.

FIG. 42 is an illustration of the functional operation of the main central processing system
20 illustrated in FIGs. 38-41. In FIG. 42, main central processing unit 40 interfaces with various external databases 85-88 to obtain the necessary information for tracking the performance of the resources. Main central processing unit 40 may be
25 hardwired or directly connected to databases 85-

88, or alternatively, access databases 85-88 via a private and/or public network 89.

5 Main central processing unit 40 is connected to an output device 90 for generating the report. The output device 90 may be a printer, or other output device such as a facsimile, electronic mail, and the like. Main central processing unit 40 includes, for example, a client manager module 10 91, such as Broker's Ally manufactured by Scherrer Resources, Inc. of Philadelphia, PA that may be modified to perform the functions described herein.

15 Main central processing unit 40 includes, for example, a transaction tracking or logging module 92, such as the functionality provided by the Excel Software package manufactured by Microsoft Corporation that may be modified to perform the functions described herein. Main 20 central processing unit 40 also includes, for example, a manager/report generator module 91, such as Axys manufactured by Advent Software, Inc. of San Francisco, CA, that may be modified to 25 perform the functions described herein. Other suitable software packages are also available that

may be modified to perform the functions described herein.

5 It should be noted that while the above
process was described with reference to the
figures, in essence, the various steps of the
present invention are performed in hardware.
Accordingly, each step of the present invention
typically generates a physical electrical signal
10 which represents a physical result of a specific
step described in the flow charts. The flow charts
represent physical electrical signals which are
generated and used in subsequent steps of the
process. Therefore, the flowcharts represent the
15 transforming of physical electrical signals
representing physical characteristics and
quantities into other physical electrical signals
also representing transformed physical
characteristics.

20 The Internet is not a physical or tangible
entity, but rather a giant network which
interconnects innumerable smaller groups of linked
computer networks. It is thus a network of
25 networks. This is best understood if one considers
what a linked group of computers -- referred to

here as a "network" - is, and what it does. Small
networks are now ubiquitous (and are often called
"local area networks"). For example, in many
United States Courthouses, computers are linked to
5 each other for the purpose of exchanging files and
messages (and to share equipment such as printers).
These are networks.

Some networks are "closed" networks, not
10 linked to other computers or networks. Many
networks, however, are connected to other networks,
which are in turn connected to other networks in a
manner which permits each computer in any network
to communicate with computers on any other network
15 in the system. This global Web of linked networks
and computers is referred to as the Internet.

The nature of the Internet is such that it
is very difficult, if not impossible, to determine
20 its size at a given moment. It is indisputable,
however, that the Internet has experienced
extraordinary growth in recent years. In 1981,
fewer than 300 computers were linked to the
Internet, and by 1989, the number stood at fewer
25 than 90,000 computers. By 1993, over 1,000,000
computers were linked. Today, over 9,400,000 host

computers worldwide, of which approximately 60 percent located within the United States, are estimated to be linked to the Internet. This count does not include the personal computers people use to access the Internet using modems. In all, reasonable estimates are that as many as 40 million people around the world can and do access the enormously flexible communication Internet medium. That figure is expected to grow to 200 million Internet users by the year 1999.

Some of the computers and computer networks that make up the Internet are owned by governmental and public institutions, some are owned by non-profit organizations, and some are privately owned. The resulting whole is a decentralized, global medium of communications -- or "cyberspace" -- that links people, institutions, corporations, and governments around the world. The Internet is an international system. This communications medium allows any of the literally tens of millions of people with access to the Internet to exchange information. These communications can occur almost instantaneously, and can be directed either to specific individuals, to a broader group of people

interested in a particular subject, or to the world as a whole.

5 The Internet had its origins in 1969 as an
experimental project of the Advanced Research
Project Agency ("ARPA"), and was called ARPANET.
This network linked computers and computer networks
owned by the military, defense contractors, and
university laboratories conducting defense-related
10 research. The network later allowed researchers
across the country to access directly and to use
extremely powerful supercomputers located at a few
key universities and laboratories. As it evolved
far beyond its research origins in the United
15 States to encompass universities, corporations, and
people around the world, the ARPANET came to be
called the "DARPA Internet," and finally just the
"Internet."

20 From its inception, the network was
designed to be a decentralized, self-maintaining
series of redundant links between computers and
computer networks, capable of rapidly transmitting
communications without direct human involvement or
25 control, and with the automatic ability to re-route
communications if one or more individual links were

5 damaged or otherwise unavailable. Among other goals, this redundant system of linked computers was designed to allow vital research and communications to continue even if portions of the network were damaged, say, in a war.

10 To achieve this resilient nationwide (and ultimately global) communications medium, the ARPANET encouraged the creation of multiple links to and from each computer (or computer network) on the network. Thus, a computer located in Washington, D.C., might be linked (usually using dedicated telephone lines) to other computers in neighboring states or on the Eastern seaboard.

15 Each of those computers could in turn be linked to other computers, which themselves would be linked to other computers.

20 A communication sent over this redundant series of linked computers could travel any of a number of routes to its destination. Thus, a message sent from a computer in Washington, D.C., to a computer in Palo Alto, California, might first be sent to a computer in Philadelphia, and then be

25 forwarded to a computer in Pittsburgh, and then to Chicago, Denver, and Salt Lake City, before finally

reaching Palo Alto. If the message could not travel along that path (because of military attack, simple technical malfunction, or other reason), the message would automatically (without human intervention or even knowledge) be re-routed, perhaps, from Washington, D.C. to Richmond, and then to Atlanta, New Orleans, Dallas, Albuquerque, Los Angeles, and finally to Palo Alto. This type of transmission, and re-routing, would likely occur in a matter of seconds.

Messages between computers on the Internet do not necessarily travel entirely along the same path. The Internet uses "packet switching" communication protocols that allow individual messages to be subdivided into smaller "packets" that are then sent independently to the destination, and are then automatically reassembled by the receiving computer. While all packets of a given message often travel along the same path to the destination, if computers along the route become overloaded, then packets can be re-routed to less loaded computers.

At the same time that ARPANET was maturing (it subsequently ceased to exist), similar networks

developed to link universities, research facilities, businesses, and individuals around the world. These other formal or loose networks included BITNET, CSNET, FIDONET, and USENET. 5 Eventually, each of these networks (many of which overlapped) were themselves linked together, allowing users of any computers linked to any one of the networks to transmit communications to users of computers on other networks. It is this series 10 of linked networks (themselves linking computers and computer networks) that is today commonly known as the Internet.

No single entity -- academic, corporate, 15 governmental, or non-profit -- administers the Internet. It exists and functions as a result of the fact that hundreds of thousands of separate operators of computers and computer networks independently decided to use common data transfer 20 protocols to exchange communications and information with other computers (which in turn exchange communications and information with still other computers). There is no centralized storage location, control point, or communications channel 25 for the Internet, and it would not be technically

feasible for a single entity to control all of the information conveyed on the Internet.

5 **How Individuals Access the Internet**

 Individuals have a wide variety of avenues to access cyberspace in general, and the Internet in particular. In terms of physical access, there are two common methods to establish an actual link to the Internet. First, one can use a computer or computer terminal that is directly (and usually permanently) connected to a computer network that is itself directly or indirectly connected to the Internet. Second, one can use a "personal computer" with a "modem" to connect over a telephone line to a larger computer or computer network that is itself directly or indirectly connected to the Internet. As detailed below, both direct and modem connections are made available to people by a wide variety of academic, governmental, or commercial entities.

 Students, faculty, researchers, and others affiliated with the vast majority of colleges and universities in the United States can access the

Internet through their educational institutions. Such access is often via direct connection using computers located in campus libraries, offices, or computer centers, or may be through telephone
5 access using a modem from a student's or professor's campus or off-campus location. Some colleges and universities install "ports" or outlets for direct network connections in each dormitory room or provide access via computers
10 located in common areas in dormitories. Such access enables students and professors to use information and content provided by the college or university itself, and to use the vast amount of research resources and other information available
15 on the Internet worldwide.

Similarly, Internet resources and access are sufficiently important to many corporations and other employers that those employers link their
20 office computer networks to the Internet and provide employees with direct or modem access to the office network (and thus to the Internet). Such access might be used by, for example, a corporation involved in scientific or medical
25 research or manufacturing to enable corporate

employees to exchange information and ideas with academic researchers in their fields.

5 Those who lack access to the Internet
through their schools or employers still have a
variety of ways they can access the Internet. Many
communities across the country have established
"free-nets" or community networks to provide their
citizens with a local link to the Internet (and to
10 provide local-oriented content and discussion
groups). The first such community network, the
Cleveland Free-Net Community Computer System, was
established in 1986, and free-nets now exist in
scores of communities as diverse as Richmond,
15 Virginia, Tallahassee, Florida, Seattle,
Washington, and San Diego, California. Individuals
typically can access free-nets at little or no cost
via modem connection or by using computers
available in community buildings. Free-nets are
20 often operated by a local library, educational
institution, or non-profit community group.

 Individuals can also access the Internet
through many local libraries. Libraries often
25 offer patrons use of computers that are linked to
the Internet. In addition, some libraries offer

telephone modem access to the libraries' computers,
which are themselves connected to the Internet.
Increasingly, patrons now use library services and
resources without ever physically entering the
5 library itself. Libraries typically provide such
direct or modem access at no cost to the individual
user.

Individuals can also access the Internet by
10 patronizing an increasing number of storefront
"computer coffee shops," where customers -- while
they drink their coffee -- can use computers
provided by the shop to access the Internet. Such
Internet access is typically provided by the shop
15 for a small hourly fee.

Individuals can also access the Internet
through commercial and non-commercial "Internet
service providers" that typically offer modem
20 telephone access to a computer or computer network
linked to the Internet. Many such providers are
commercial entities offering Internet access for a
monthly or hourly fee. Some Internet service
providers, however, are non-profit organizations
25 that offer free or very low cost access to the
Internet. For example, the International Internet

Association offers free modem access to the Internet upon request. Also, a number of trade or other non-profit associations offer Internet access as a service to members.

5

Another common way for individuals to access the Internet is through one of the major national commercial "online services" such as America Online, CompuServe, the Microsoft Network, or Prodigy. These online services offer nationwide computer networks (so that subscribers can dial-in to a local telephone number), and the services provide extensive and well organized content within their own proprietary computer networks. In addition to allowing access to the extensive content available within each online service, the services also allow subscribers to link to the much larger resources of the Internet. Full access to the online service (including access to the Internet) can be obtained for modest monthly or hourly fees. The major commercial online services have almost twelve million individual subscribers across the United States.

25

In addition to using the national commercial online services, individuals can also

access the Internet using some (but not all) of the thousands of local dial-in computer services, often called "bulletin board systems" or "BBSs." With an investment of as little as \$ 2,000.00 and the cost of a telephone line, individuals, non-profit organizations, advocacy groups, and businesses can offer their own dial-in computer "bulletin board" service where friends, members, subscribers, or customers can exchange ideas and information. BBSs range from single computers with only one telephone line into the computer (allowing only one user at a time), to single computers with many telephone lines into the computer (allowing multiple simultaneous users), to multiple linked computers each servicing multiple dial-in telephone lines (allowing multiple simultaneous users). Some (but not all) of these BBS systems offer direct or indirect links to the Internet. Some BBS systems charge users a nominal fee for access, while many others are free to the individual users.

Although commercial access to the Internet is growing rapidly, many users of the Internet -- such as college students and staff -- do not individually pay for access (except to the extent, for example, that the cost of computer services is

a component of college tuition). These and other Internet users can access the Internet without paying for such access with a credit card or other form of payment.

5

Methods to Communicate Over the Internet

Once one has access to the Internet, there are a wide variety of different methods of communication and information exchange over the network. These many methods of communication and information retrieval are constantly evolving and are therefore difficult to categorize concisely. The most common methods of communications on the Internet (as well as within the major online services) can be roughly grouped into six categories:

- (1) one-to-one messaging (such as "e-mail"),
- 20 (2) one-to-many messaging (such as "listserv"),
- (3) distributed message databases (such as "USENET newsgroups"),
- (4) real time communication (such as "Internet Relay Chat"),
- 25 (5) real time remote computer utilization (such as "telnet"), (6) remote information retrieval

(such as "ftp," "gopher," and the "World Wide Web").

5 Most of these methods of communication can be used to transmit text, data, computer programs, sound, visual images (i.e., pictures), and moving video images.

10 One-to-one messaging. One method of communication on the Internet is via electronic mail, or "e-mail," comparable in principle to sending a first class letter. One can address and transmit a message to one or more other people. E-mail on the Internet is not routed through a
15 central control point, and can take many and varying paths to the recipients. Unlike postal mail, simple e-mail generally is not "sealed" or secure, and can be accessed or viewed on intermediate computers between the sender and
20 recipient (unless the message is encrypted).

One-to-many messaging. The Internet also contains automatic mailing list services (such as "listservs"), that allow communications about
25 particular subjects of interest to a group of people. For example, people can subscribe to a

"listserv" mailing list on a particular topic of interest to them. The subscriber can submit messages on the topic to the listserv that are forwarded (via e-mail), either automatically or through a human moderator overseeing the listserv, to anyone who has subscribed to the mailing list. A recipient of such a message can reply to the message and have the reply also distributed to everyone on the mailing list. This service provides the capability to keep abreast of developments or events in a particular subject area.

Most listserv-type mailing lists automatically forward all incoming messages to all mailing list subscribers. There are thousands of such mailing list services on the Internet, collectively with hundreds of thousands of subscribers. Users of "open" listservs typically can add or remove their names from the mailing list automatically, with no direct human involvement. Listservs may also be "closed," i.e., only allowing for one's acceptance into the listserv by a human moderator.

Distributed message databases. Similar in function to listservs -- but quite different in how

communications are transmitted -- are distributed message databases such as "USENET newsgroups." User-sponsored newsgroups are among the most popular and widespread applications of Internet services, and cover all imaginable topics of interest to users. Like listservs, newsgroups are open discussions and exchanges on particular topics. Users, however, need not subscribe to the discussion mailing list in advance, but can instead access the database at any time. Some USENET newsgroups are "moderated" but most are open access. For the moderated newsgroups, n10 all messages to the newsgroup are forwarded to one person who can screen them for relevance to the topics under discussion. USENET newsgroups are disseminated using ad hoc, peer to peer connections between approximately 200,000 computers (called USENET "servers") around the world. For unmoderated newsgroups, when an individual user with access to a USENET server posts a message to a newsgroup, the message is automatically forwarded to all adjacent USENET servers that furnish access to the newsgroup, and it is then propagated to the servers adjacent to those servers, etc. The messages are temporarily stored on each receiving server, where they are available for review and

response by individual users. The messages are automatically and periodically purged from each system after a time to make room for new messages. Responses to messages, like the original messages,
5 are automatically distributed to all other computers receiving the newsgroup or forwarded to a moderator in the case of a moderated newsgroup. The dissemination of messages to USENET servers around the world is an automated process that does
10 not require direct human intervention or review.

There are newsgroups on more than fifteen thousand different subjects. In 1994, approximately 70,000 messages were posted to
15 newsgroups each day, and those messages were distributed to the approximately 190,000 computers or computer networks that participate in the USENET newsgroup system. Once the messages reach the approximately 190,000 receiving computers or
20 computer networks, they are available to individual users of those computers or computer networks. Collectively, almost 100,000 new messages (or "articles") are posted to newsgroups each day.

25 Real time communication. In addition to transmitting messages that can be later read or

accessed, individuals on the Internet can engage in an immediate dialog, in "real time", with other people on the Internet. In its simplest forms, "talk" allows one-to-one communications and "Internet Relay Chat" (or IRC) allows two or more to type messages to each other that almost immediately appear on the others' computer screens. IRC is analogous to a telephone party line, using a computer and keyboard rather than a telephone. With IRC, however, at any one time there are thousands of different party lines available, in which collectively tens of thousands of users are engaging in conversations on a huge range of subjects. Moreover, one can create a new party line to discuss a different topic at any time. Some IRC conversations are "moderated" or include "channel operators."

In addition, commercial online services such as America Online, CompuServe, the Microsoft Network, and Prodigy have their own "chat" systems allowing their members to converse.

Real time remote computer utilization. Another method to use information on the Internet is to access and control remote computers in "real

time" using "telnet." For example, using telnet, a researcher at a university would be able to use the computing power of a supercomputer located at a different university. A student can use telnet to
5 connect to a remote library to access the library's online card catalog program.

Remote information retrieval. The final major category of communication may be the most
10 well known use of the Internet -- the search for and retrieval of information located on remote computers. There are three primary methods to locate and retrieve information on the Internet.

15 A simple method uses "ftp" (or file transfer protocol) to list the names of computer files available on a remote computer, and to transfer one or more of those files to an individual's local computer.

20 Another approach uses a program and format named "gopher" to guide an individual's search through the resources available on a remote computer.

25

The World Wide Web

5 A third approach, and fast becoming the most well-known on the Internet, is the "World Wide Web." The Web utilizes a "hypertext" formatting language called hypertext markup language (HTML), and programs that "browse" the Web can display HTML documents containing text, images, sound, animation and moving video. Any HTML document can include
10 links to other types of information or resources, so that while viewing an HTML document that, for example, describes resources available on the Internet, one can "click" using a computer mouse on the description of the resource and be immediately
15 connected to the resource itself. Such "hyperlinks" allow information to be accessed and organized in very flexible ways, and allow people to locate and efficiently view related information even if the information is stored on numerous
20 computers all around the world.

Purpose. The World Wide Web (W3C) was created to serve as the platform for a global, online store of knowledge, containing information
25 from a diversity of sources and accessible to Internet users around the world. Though

information on the Web is contained in individual computers, the fact that each of these computers is connected to the Internet through W3C protocols allows all of the information to become part of a single body of knowledge. It is currently the most advanced information system developed on the Internet, and embraces within its data model most information in previous networked information systems such as ftp, gopher, wais, and Usenet.

10

History. W3C was originally developed at CERN, the European Particle Physics Laboratory, and was initially used to allow information sharing within internationally dispersed teams of researchers and engineers. Originally aimed at the High Energy Physics community, it has spread to other areas and attracted much interest in user support, resource recovery, and many other areas which depend on collaborative and information sharing. The Web has extended beyond the scientific and academic community to include communications by individuals, non-profit organizations, and businesses.

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Basic Operation. The World Wide Web is a series of documents stored in different computers

all over the Internet. Documents contain information stored in a variety of formats, including text, still images, sounds, and video. An essential element of the Web is that any
5 document has an address (rather like a telephone number). Most Web documents contain "links." These are short sections of text or image which refer to another document. Typically the linked text is blue or underlined when displayed, and when
10 selected by the user, the referenced document is automatically displayed, wherever in the world it actually is stored. Links for example are used to lead from overview documents to more detailed documents, from tables of contents to particular
15 pages, but also as cross-references, footnotes, and new forms of information structure.

Many organizations now have "home pages" on the Web. These are documents which provide a set
20 of links designed to represent the organization, and through links from the home page, guide the user directly or indirectly to information about or relevant to that organization. As an example of the use of links a home page might contain links
25 such as those:

- * THE NATURE OF CYBERSPACE
- * CREATION OF THE INTERNET AND THE DEVELOPMENT OF CYBERSPACE
- * HOW PEOPLE ACCESS THE INTERNET
- 5 * METHODS TO COMMUNICATE OVER THE INTERNET

Links may take the user from the original Web site to another Web site on another computer connected to the Internet. These links from one
10 computer to another, from one document to another across the Internet, are what unify the Web into a single body of knowledge, and what makes the Web unique. The Web was designed with a maximum target time to follow a link of one tenth of a second.

15

Publishing. The World Wide Web exists fundamentally as a platform through which people and organizations can communicate through shared
20 information. When information is made available, it is said to be "published" on the Web. Publishing on the Web simply requires that the "publisher" has a computer connected to the Internet and that the computer is running W3C server software. The
25 computer can be as simple as a small personal computer costing less than \$1500 dollars or as

complex as a multi-million dollar mainframe
computer. Many Web publishers choose instead to
lease disk storage space from someone else who has
the necessary computer facilities, eliminating the
5 need for actually owning any equipment oneself.

The Web, as a universe of network
accessible information, contains a variety of
documents prepared with quite varying degrees of
10 care, from the hastily typed idea, to the
professionally executed corporate profile. The
power of the Web stems from the ability of a link
to point to any document, regardless of its status
or physical location.

15 Information to be published on the Web must
also be formatted according to the rules of the Web
standards. These standardized formats assure that
all Web users who want to read the material will be
20 able to view it. Web standards are sophisticated
and flexible enough that they have grown to meet
the publishing needs of many large corporations,
banks, brokerage houses, newspapers and magazines
which now publish "online" editions of their
25 material, as well as government agencies, and even
courts, which use the Web to disseminate

information to the public. At the same time, Web publishing is simple enough that thousands of individual users and small community organizations are using the Web to publish their own personal "home pages," the equivalent of individualized newsletters about that person or organization, which are available to everyone on the Web.

Web publishers have a choice to make their Web sites open to the general pool of all Internet users, or close them, thus making the information accessible only to those with advance authorization. Many publishers choose to keep their sites open to all in order to give their information the widest potential audience. In the event that the publishers choose to maintain restrictions on access, this may be accomplished by assigning specific user names and passwords as a prerequisite to access to the site. Or, in the case of Web sites maintained for internal use of one organization, access will only be allowed from other computers within that organization's local network.

Searching the Web. A variety of systems have developed that allow users of the Web to

search particular information among all of the public sites that are part of the Web. Services such as Yahoo, Magellan, Altavista, Webcrawler, and Lycos are all services known as "search engines" which allow users to search for Web sites that contain certain categories of information, or to search for key words. For example, a Web user looking for the text of Supreme Court opinions would type the words "Supreme Court" into a search engine, and then be presented with a list of World Wide Web sites that contain Supreme Court information. This list would actually be a series of links to those sites. Having searched out a number of sites that might contain the desired information, the user would then follow individual links, browsing through the information on each site, until the desired material is found. For many content providers on the Web, the ability to be found by these search engines is very important.

20

Common standards. The Web links together disparate information on an ever-growing number of Internet-linked computers by setting common information storage formats (HTML) and a common language for the exchange of Web documents (HTTP). Although the information itself may be in many

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different formats, and stored on computers which are not otherwise compatible, the basic Web standards provide a basic set of standards which allow communication and exchange of information.

5 Despite the fact that many types of computers are used on the Web, and the fact that many of these machines are otherwise incompatible, those who "publish" information on the Web are able to communicate with those who seek to access

10 information with little difficulty because of these basic technical standards.

A distributed system with no centralized control. Running on tens of thousands of

15 individual computers on the Internet, the Web is what is known as a distributed system. The Web was designed so that organizations with computers containing information can become part of the Web simply by attaching their computers to the Internet

20 and running appropriate World Wide Web software. No single organization controls any membership in the Web, nor is there any single centralized point from which individual Web sites or services can be blocked from the Web. From a user's perspective,

25 it may appear to be a single, integrated system, but in reality it has no centralized control point.

Contrast to closed databases. The Web's open, distributed, decentralized nature stands in sharp contrast to most information systems that have come before it. Private information services such as Westlaw, Lexis/Nexis, and Dialog, have contained large storehouses of knowledge, and can be accessed from the Internet with the appropriate passwords and access software. However, these databases are not linked together into a single whole, as is the World Wide Web.

Success of the Web in research, education, and political activities. The World Wide Web has become so popular because of its open, distributed, and easy-to-use nature. Rather than requiring those who seek information to purchase new software or hardware, and to learn a new kind of system for each new database of information they seek to access, the Web environment makes it easy for users to jump from one set of information to another. By the same token, the open nature of the Web makes it easy for publishers to reach their intended audiences without having to know in advance what kind of computer each potential reader has, and what kind of software they will be using.

The Internet is not exclusively, or even primarily, a means of commercial communication. Many commercial entities maintain Web sites to inform potential consumers about their goods and services, or to solicit purchases, but many other Web sites exist solely for the dissemination of non-commercial information. The other forms of Internet communication -- e-mail, bulletin boards, newsgroups, and chat rooms -- frequently have non-commercial goals. For the economic and technical reasons set forth in the following paragraphs, the Internet is an especially attractive means for not-for-profit entities or public interest groups to reach their desired audiences. Human Rights Watch, Inc., offers information on its Internet site regarding reported human rights abuses around the world. National Writers Union provides a forum for writers on issues of concern to them. Stop Prisoner Rape, Inc., posts text, graphics, and statistics regarding the incidence and prevention of rape in prisons. Critical Path AIDS Project, Inc., offers information on safer sex, the transmission of HIV, and the treatment of AIDS.

Such diversity of content on the Internet is possible because the Internet provides an easy and inexpensive way for a speaker to reach a large audience, potentially of millions. The start-up and operating costs entailed by communication on the Internet are significantly lower than those associated with use of other forms of mass communication, such as television, radio, newspapers, and magazines. This enables operation of their own Web sites not only by large companies, such as Microsoft and Time Warner, but also by small, not-for-profit groups, such as Stop Prisoner Rape and Critical Path AIDS Project. Commercial online services such as America Online allow subscribers to create Web pages free of charge. Any Internet user can communicate by posting a message to one of the thousands of newsgroups and bulletin boards or by engaging in an on-line "chat", and thereby reach an audience worldwide that shares an interest in a particular topic.

The ease of communication through the Internet is facilitated by the use of hypertext markup language (HTML), which allows for the creation of "hyperlinks" or "links". HTML enables a user to jump from one source to other related

sources by clicking on the link. A link might take the user from Web site to Web site, or to other files within a particular Web site. Similarly, by typing a request into a search engine, a user can
5 retrieve many different sources of content related to the search that the creators of the engine have collected.

Through the use of HTML, for example,
10 Critical Path and Stop Prisoner Rape link their Web sites to several related databases, and a user can immediately jump from the home pages of these organizations to the related databases simply by clicking on a link. America Online creates chat
15 rooms for particular discussions but also allows subscribers to create their own chat rooms. Similarly, a newsgroup gathers postings on a particular topic and distributes them to the newsgroup's subscribers. Users of the Carnegie
20 Library can read on-line versions of Vanity Fair and Playboy, and America Online's subscribers can peruse the New York Times, Boating, and other periodicals. Critical Path, Stop Prisoner Rape, America Online and the Carnegie Library all make
25 available content of other speakers over whom they have little or no editorial control.

5 Because of the different forms of Internet communication, a user of the Internet may speak or listen interchangeably, blurring the distinction between "speakers" and "listeners" on the Internet. Chat rooms, e-mail, and newsgroups are interactive forms of communication, providing the user with the opportunity both to speak and to listen.

10 It follows that unlike traditional media, the barriers to entry as a speaker on the Internet do not differ significantly from the barriers to entry as a listener. Once one has entered cyberspace, one may engage in the dialogue that
15 occurs there. In the argot of the medium, the receiver can and does become the content provider, and vice-versa. The Internet is therefore a unique and wholly new medium of worldwide human communication.

20 Once a provider posts content on the Internet, it is available to all other Internet users worldwide. Similarly, once a user posts a message to a newsgroup or bulletin board, that
25 message becomes available to all subscribers to that newsgroup or bulletin board. Once a provider

posts its content on the Internet, it cannot prevent that content from entering any community. Unlike the newspaper, broadcast station, or cable system, Internet technology necessarily gives a speaker a potential worldwide audience. Because the Internet is a network of networks any network connected to the Internet has the capacity to send and receive information to any other network. Hotwired Ventures, for example, cannot prevent its materials on mixology from entering communities that have no interest in that topic.

It takes several steps to enter cyberspace. At the most fundamental level, a user must have access to a computer with the ability to reach the Internet (typically by way of a modem). A user must then direct the computer to connect with the access provider, enter a password, and enter the appropriate commands to find particular data. On the World Wide Web, a user must normally use a search engine or enter an appropriate address. Similarly, accessing newsgroups, bulletin boards, and chat rooms requires several steps.

Unlike other forms of communication on the Internet, there is technology by which an operator

of a World Wide Web server may interrogate a user
of a Web site. An HTML document can include a
fill-in-the-blank "form" to request information
from a visitor to a Web site, and this information
5 can be transmitted back to the Web server and be
processed by a computer program, usually a Common
Gateway Interface (cgi) script. The Web server
could then grant or deny access to the information
sought. The cgi script is the means by which a Web
10 site can process a fill-in form and thereby screen
visitors by requesting a credit card number or
adult password.

A large percentage, perhaps 40% or more, of
15 content on the Internet originates outside the
United States. An Internet user could access a Web
site of London (which presumably is on a server in
England), and then link to other sites of interest
in England. A user can sometimes discern from a
20 URL that content is coming from overseas, since
InterNIC allows a content provider to imbed a
country code in a domain name. Foreign content is
otherwise indistinguishable from domestic content
(as long as it is in English), since foreign speech
25 is created, named, and posted in the same manner as

domestic speech. There is no requirement that foreign speech contain a country code in its URL.

5 The use of "caching" makes it difficult to determine whether the material originated from foreign or domestic sources. Because of the high cost of using the trans-Atlantic and trans-Pacific cables, and because the high demand on those cables leads to bottleneck delays, content is often
10 "cached", or temporarily stored, on servers in the United States. Material from a foreign source in Europe can travel over the trans-Atlantic cable to the receiver in the United States, and pass through a domestic caching server which then stores a copy
15 for subsequent retrieval. This domestic caching server, rather than the original foreign server, will send the material from the cache to the subsequent receivers, without placing a demand on the trans-oceanic cables. This shortcut
20 effectively eliminates most of the distance for both the request and the information and, hence, most of the delay. The caching server discards the stored information according to its configuration (e.g., after a certain time or as the demand for
25 the information diminishes). Caching therefore

advances core Internet values: the cheap and speedy retrieval of information.

5 Caching is not merely an international phenomenon. Domestic content providers store popular domestic material on their caching servers to avoid the delay of successive searches for the same material and to decrease the demand on their Internet connection. America Online can cache the
10 home page of the New York Times on its servers when a subscriber first requests it, so that subsequent subscribers who make the same request will receive the same home page, but from America Online's caching service rather than from the New York
15 Times's server.

FIG. 43 is an illustration of the architecture of the combined internet, POTS, and ADSL architecture for use in the present invention
20 in accordance with a first embodiment. In FIG. 43, to preserve POTS and to prevent a fault in the ADSL equipment 254, 256 from compromising analog voice traffic 226, 296 the voice part of the spectrum (the lowest 4 kHz) is separated from the
25 rest by a passive filter, called a POTS splitter 258, 260. The rest of the available bandwidth --

from about 10 kHz to 1 MHz -- carries data at
rates up to 6 bits per second for every hertz of
bandwidth from data equipment 262, 264, 294. The
ADSL equipment 256 then has access to a number of
5 destinations including significantly the Internet
268, and other destinations 270, 272.

To exploit the higher frequencies, ADSL makes
use of advanced modulation techniques, of which
10 the best known is the discrete multitone (DMT)
technology. As its name implies, ADSL transmits
data asymmetrically -- at different rates upstream
toward the central office 252 and downstream
toward the subscriber 250.

15 Cable television providers are providing
analogous Internet service to PC users over their
TV cable systems by means of special cable modems.
Such modems are capable of transmitting up to 30
20 Mb/s over hybrid fiber/coax systems, which use
fiber to bring signals to a neighborhood and coax
to distribute it to individual subscribers.

Cable modems come in many forms. Most create a
downstream data stream out of one of the 6-MHz TV
25 channels that occupy spectrum above 50 MHz (and
more likely 550 MHz) and carve an upstream channel

out of the 5-50-MHZ band, which is currently
unused. Using 64-state quadrature amplitude
modulation (64 QAM), a downstream channel can
realistically transmit about 30 Mb/s (the oft-
5 quoted lower speed of 10 Mb/s refers to PC rates
associated with Ethernet connections). Upstream
rates differ considerably from vendor to vendor,
but good hybrid fiber/coax systems can deliver
upstream speeds of a few megabits per second.
10 Thus, like ADSL, cable modems transmit much more
information downstream than upstream.

The internet architecture 220 and ADSL
architecture 354, 356 may also be combined with,
15 for example, user networks 222, 224, and 228. As
illustrated in this first embodiment, users may
access or use or participate in the
administration, management computer assisted
program in computer 40 via various different
20 access methods. In this first embodiment, the
various databases are only accessible via access
to and/or by computer system 40.

FIG. 44 is an illustration of the
25 architecture of the combined internet, POTS, and
ADSL architecture for use in the present invention

in accordance with a second embodiment. As
illustrated in this second embodiment, users may
access or use or participate in the
administration, management computer assisted
5 program in computer 40 via various different
access methods. In this second embodiment, some
databases (e.g., 87, 88) are only accessible via
access to and/or by computer system 40, and other
databases (e.g., 85, 86) are only accessible via
10 access to and/or by internet 220.

FIG. 45 is an illustration of the
architecture of the combined internet, POTS, and
ADSL architecture for use in the present invention
15 in accordance with a third embodiment. As
illustrated in this third embodiment, users may
access or use or participate in the
administration, management computer assisted
program in computer 40 via various different
20 access methods. In this third embodiment, the
databases (e.g., 85, 86, 87 and/or 88) are only
accessible via access to and/or by internet 220.

FIG. 46 is an illustration of the
25 architecture of the combined internet, POTS, and
ADSL architecture for use in the present invention

in accordance with a fourth embodiment. As illustrated in this fourth embodiment, users may access or use or participate in the administration, management computer assisted
5 program in computer 40 via various different access methods. In this fourth embodiment, some databases (e.g., 87, 88) are only accessible via access to and/or by ADSL system 256 via interface network 270, and other databases (e.g., 85, 86)
10 are only accessible via access to and/or by internet 220.

The above embodiments are only to be construed as examples of the various different
15 types of computer systems that may be utilized in combination with the computer assisted-implemented process of the present invention with wireless devices.

20 FIG. 47 is a block diagram of an alternative computer system suitable for implementing the invention. At each point-of-sale station, there is a CRT user terminal 201 and associated hard copy terminal 202. The hardware system would
25 include a plurality of these terminals. Each terminal communicates with a central computer 204

through a control unit 203, which controls the point-of-sale terminals, receives purchase orders, redemption orders, and account inquiries from the point-of-sale stations and transmits
5 them to the central computer and receives account verifications, transaction verifications, current market conditions, and responses to customer inquiries regarding account status from the central computer 204 and transmits them to the
10 appropriate point-of-sale stations.

Each control unit could serve up to, for example, approximately 20 point-of-sale stations. The account verifications, transaction
15 verifications, current market conditions, and responses to customer inquiries are transmitted first to the CRT user terminal 201. If the investor requests a written transaction record or a written account status report, the hard copy
20 terminal 202 provides it upon command.

The central computer 204 contains storage space for data relating to transactions that are in process; processes all purchase and redemption
25 transactions; performs the update operation; conducts the management information reporting

operation and the period-by-period performance
monitoring operation; calculates the income
generated periodically in each account; and
performs the individual record-keeping and
5 reporting operation.

The central computer 204 transmits
information to and receives information from the
master data files 205 as required in order to
10 retrieve current and projected market data,
perform the update operation, conduct the
management information reporting operation and
the period-by-period performance monitoring
operation, and retrieve the escalation rates
15 needed to calculate revenues.

The central computer 204 also transmits
information to and receives information from the
master account file 206. The central computer
20 204 also transmits information to and receives
information from the master transaction file 207
in connection with purchase and redemption
transactions and in connection with management
information reporting operation. The central
25 computer 204 also transmits end-of-period
financial statements to the accounting files 208

for storage and retrieves these statements from the accounting files 208 when prompted by the input/output devices of the central computer 209.

5 The system manager has a complement of input/output devices 209. Into the input devices are entered requests for the daily and periodic reports to the manager, the management information reports, the period-by-period
10 investment performance reports, and the individual reports and instructions for managing and controlling the hardware system and its software. The output devices are used to obtain the daily and periodic reports to the manager,
15 the management information reports, the period-by-period performance reports, and the individual reports.

FIG. 48 is a block diagram showing a portion
20 of the computer system of FIG. 47 in more detail. The exemplary system includes the following types of devices:

	<u>Make Model</u>	<u>Item in FIG. 25</u>
25	IBM 3278 or 3279 or 3179	CRT user terminal 201

	IBM 3268	Hard copy terminal 202
	IBM 3274	Control unit 203
	IBM 4361	central computer 204
5	IBM 3370-3380	disks 205-208
	IBM 3420 or	tape drives 205-208
	3480	
	IBM 3179	CRT terminal 209
	IBM 3505	card reader 209
10	IBM 3525	card punch 209
	IBM 4245	printer 209

It is to be understood that there are a large number of commercially available substitutes for each item of hardware which could be combined into fully compatible systems. Accordingly, the scope of the invention is not limited by the particularity of the hardware system described herein.

20

The methods which are described herein, are implemented, for example, on the hardware system(s) described in FIG. 47 (or other suitable computer system) by embodying the flow-charted routines into a series of software packages that substantially follow the sequence of steps in the

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flow charts. There are conventional software packages that are commercially available that can also be adapted to perform one or more of the steps described herein. Accordingly, as
5 described below, it would not be necessary in order to implement the invention to write separate software for each step from scratch.

The Point-of Sale software package marketed
10 by International Business Machines (IBM), for example, is a general interactive data package for point-of-sale applications that can be formatted to provide the precise means of receiving customer orders and inquiries, and
15 transmitting the responses to customer inquiries, and the transaction reports.

The Interactive Financial Systems (IFS)
library of software packages marketed by IBM, for
20 example, contains a set of general financial and accounting packages that can be adapted and formatted to provide the data base management, accounting, and financial reporting operations required to implement the invention. Part I of
25 IFS contains data base management routines, which can be used to manage the master data files 205,

the master account file 206, the master
transaction file 207, and the accounting files
208. It also contains routines that can be
adapted to handle the account management
5 functions.

Part II of IFS contains general routines that
cover general ledger maintenance and the
preparation of financial statements and related
10 schedules. It can be adapted and formatted to
provide the precise means of preparing the daily
transaction summary and summary of current
position; the end-of-period investment
performance and position report; the
15 end-of-period reports to account holders; the
end-of-period statements; and the report to the
manager. Part III of IFS can be adapted to
monitor accounts receivable. As an alternative
to the IFS software package, the MSA software
20 package produced by Management Science of America
can be used.

The VSE/SP software package marketed by IBM
contains a complete software package for
25 operating the hardware system diagramed in FIGs.
25-26. It is possible to write the software

needed to implement each of the other routines in one of the available user languages, such as FORTRAN, Pascal, C, C++, and the like, by following the sequence of steps described herein.

5

Notations and Nomenclature

The detailed descriptions which follow may be presented in terms of program procedures executed on a computer or network of computers. These procedural descriptions and representations are the means used by those skilled in the art to most effectively convey the substance of their work to others skilled in the art.

15 A procedure is here, and generally, conceived to be a self-consistent sequence of steps leading to a desired result. These steps are those requiring physical manipulations of physical quantities. Usually, though not necessarily, 20 these quantities take the form of electrical or magnetic signals capable of being stored, transferred, combined, compared and otherwise manipulated. It proves convenient at times, principally for reasons of common usage, to refer 25 to these signals as bits, values, elements, symbols, characters, terms, numbers, or the like.

It should be noted, however, that all of these and similar terms are to be associated with the appropriate physical quantities and are merely convenient labels applied to these quantities.

5

Further, the manipulations performed are often referred to in terms, such as adding or comparing, which are commonly associated with mental operations performed by a human operator.

10

No such capability of a human operator is necessary, or desirable in most cases, in any of the operations described herein which form part of the present invention; the operations are machine operations. Useful machines for performing the operation of the present invention include general purpose digital computers or similar devices.

15

The present invention also relates to apparatus for performing these operations. This apparatus may be specially constructed for the required purpose or it may comprise a general purpose computer as selectively activated or reconfigured by a computer program stored in the computer. The procedures presented herein are not inherently related to a particular computer or other apparatus. Various general purpose machines

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may be used with programs written in accordance with the teachings herein, or it may prove more convenient to construct more specialized apparatus to perform the required method steps. The
5 required structure for a variety of these machines will appear from the description given.

The many features and advantages of the invention are apparent from the detailed
10 specification, and thus, it is intended by the appended claims to cover all such features and advantages of the invention which fall within the true spirit and scope of the invention. Further, since numerous modifications and variations will
15 readily occur to those skilled in the art, it is not desired to limit the invention to the exact construction and operation illustrated and described, and accordingly, all suitable modifications and equivalents may be resorted to,
20 falling within the scope of the invention.

For example, the specific sequence of the above described process may be altered so that certain processes are conducted in parallel or
25 independent, with other processes, to the extent that the processes are not dependent upon each

other. Thus, the specific order of steps described herein are not to be considered implying a specific sequence of steps to perform the above described process. Other alterations or modifications of the above processes are also contemplated. For example, further insubstantial approximations of the above equations are also considered within the scope of the processes described above. One or more, or all of the above steps may optionally be performed manually. The above embodiments are only to be construed as examples of the various different types of computer systems that may be utilized in connection with the computer assisted-implemented process for purchasing and provisioning items over global and/or local networks.

Glossary

Dongle: a small security device that attaches to a computer port to control access to a specific software application. A dongle-protected program will run only when its dongle is attached to the computer.

Piconet: two or more Bluetooth units sharing the same channel-that is, operating in synchronism and following the same hopping sequence.

Profile: a document that describes exactly how different basic protocols and procedures work together in various kinds of Bluetooth devices and applications.

Service discovery protocol (SDP): a procedure used by Bluetooth-enabled devices to determine what services are available from or through other Bluetooth-enabled devices.